



एक कदम स्वच्छता की ओर



# 3 Years of Swachh Bharat Abhiyan

2 October 2014- 2 October 2017



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## Preface

**P**M Narendra Modi launched the Swachh Bharat Abhiyan 3 years ago on 2nd October 2014 following the path shown by Mahatma Gandhi. A Swachh Bharat was one of Gandhiji's dearest dreams and it was his belief in the cause, which made our country come so far ahead in this journey. There were almost 550 million people practicing open defecation till 2014; 250 million of them no longer practice open defecation.

The mission of the program is to focus on sanitation, cleanliness and to eliminate open defecation in India by 2019. Sanitation coverage has already gone up from 42% in October 2014 to 60% in May 2017. The Abhiyan is divided into urban and rural missions taken over by Ministry of Urban Development (MoUD) and Ministry of Drinking Water and Sanitation (MDWS) respectively. The total estimated cost of Swachh Bharat Mission Urban for years 2014-19 is Rs. 62,009 crores and the same is Rs. 1,34,000 crores for Swachh Bharat Mission Gramin.

The national movement for 'Swachh Bharat' can also be viewed as 'Swastha Bharat' as it comprises of a series of public health initiatives towards practicing preventive health. Shri Narendra Modi is the first ever Prime Minister of India who has paid attention to this crucial link between open defecation/sanitation and health of the nation. Although, building toilets will be job half-done but ending open defecation is as much about fighting mind-sets and PM Modi is driving this transition through behavioural change among people through awareness campaigns, speeches and celebrity involvement in the program. Swachh Bharat Abhiyan receives 15 per cent of the funding for Information, Education and Communication (IEC) to trigger behaviour change and generate demand for sanitation.

Corporate houses have been encouraged to participate in the SBM (G) as a part of the Corporate



Social Responsibility. Many initiatives have sprung up around the country either through public-private partnership or private entrepreneurial ventures that are working towards waste management and waste collection/segregation. Swachh Bharat Mission also has a huge economic impact on the country. UNICEF estimates that each household in India will save Rs. 50,000 per year from PM Modi's Swachh Bharat Mission.

The results of the mission are staggering and eye opening. Five states; Kerala, Himachal Pradesh, Uttarakhand, Haryana and Sikkim, are Open Defecation Free and it is estimated that 10-11 states will declare themselves ODF by March 2018. Over 2.5 lakh villages and 204 districts have become open defecation free (ODF). PM and the MDWS launched a transparent third party verification survey report conducted by Quality Council of India (QCI) to take stock of rural sanitation in all States and UTs, called Swachh Survekshan Gramin 2017. It found the overall toilet coverage to be 63.73% and that 91.29% of the people that have access to a toilet, use it. In the urban areas, the number of households without toilets has come down to 14.5 per cent from 18 per cent in three year. We have a long way to go to make India completely Swachh but this Abhiyan will always be remembered as a landmark in that trajectory.



## ❧ Gandhiji's Vision ❧

*“Sanitation is more important than political independence”, M. K. Gandhi.*

*“The cause of many of our diseases is the condition of our lavatories and our bad habit of disposing off excreta anywhere and everywhere. I, therefore, believe in the absolute necessity of a clean place for answering the call of nature and clean articles for use at the time.”, M. K. Gandhi, Navajivan, 1919.*



Gandhiji's act of cleaning toilets in India & South Africa had a clear message - he was cleansing humanity of prejudices, hatred and violence. His mission was spiritual cleansing of not only India but of the world. His was a message of peace, non-violence, love and brotherhood. Gandhiji being chosen as an inspiration to Swachh Bharat, we have once again reaffirmed our faith in the legacy of the Father of the Nation.

## ❧ PM Modi's Vision ❧

*“A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary in 2019,” said Shri Narendra Modi as he launched the Swachh Bharat on 2nd October 2014.*

*“The dream of swacchata cannot be achieved even if 100 Mahatma Gandhis or 1,000 Narendra Modis or even all the CMs and governments come together, but if 125 crore Indians come together that dream can be easily fulfilled.”, PM Narendra Modi, October 2, 2017.*



3 years ago, PM Modi pledged to clean the country by following the path Mahatma Gandhi showed us many years ago and unlike the governments in the past, he has kept his promise. In this report we will discuss the various initiatives, data driven results, economic and health impact, and anecdotes from around the country to give the reader a fair scenario of its progress during its tenure.



## ❧ Mission ❧

The main mission of the Abhiyan is to place a focus on sanitation, cleanliness, and to eliminate open defecation in India by 2019 as declared by PM Shri Narendra Modi on Oct 2, 2014.

A sub but most prioritised goal of the mission is to achieve a clean and Open Defecation Free (ODF) India by October 2, 2019.



Sanitation is a state subject and hence the focus of the mission is to move towards a 'Swachh Bharat' by providing flexibility to State Governments to decide on their implementation policy and mechanisms.

The coordinator of the Mission is the Secretary, Ministry of Drinking Water and Sanitation (MDWS) who currently is Shri. Parameswaran Iyer and the Ministry of Urban Development (MoUD) which is headed by Narendra Singh Tomar. It has two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban) run by the MDWS and MoUD respectively.

## OBJECTIVES

1. Eliminating open defecation;
2. Eradicating manual scavenging;
3. Cementing modern and scientific municipal solid waste management;
4. Effecting behavioural change regarding healthy sanitation practices;
5. Generating awareness about sanitation and its linkage with public health;
6. Augmenting capacity for urban local bodies (ULBs);
7. Creating an enabling environment for private sector participation in CapEx (capital expenditure) and OpEx (operation and maintenance).

## FINANCES

The Government of India (GoI) estimated the cost of implementation of SBM (U) for all the years to be Rs. 62,009 crore. Out of this GoI will fund Rs 14,623 crore and the States or ULBs shall contribute another Rs 4,874 crore for the mission. The balance fund are to be generated through other sources in the form of beneficiary contribution, user charges, corporate social responsibility (CSR) funds, and private sector participation, among others. (MoUD, 2014; MoHUA, 2017)

S.No.	Component	Total	Remarks
1.	Individual Household Toilets	Rs. 4,165 Cr.	100% coverage in 2 years
2.	Community Toilets	Rs. 655 Cr.	-Do-
3.	Public Toilets	0	Through PPP
4.	Solid Waste Management	Rs. 7,366 Cr.	90% in years 2 & 3
5.	Public Awareness	Rs. 1,828 Cr.	
6.	Capacity Building & Admn. Exp.	Rs. 609 Cr.	
Total		Rs. 14,623 Cr.	

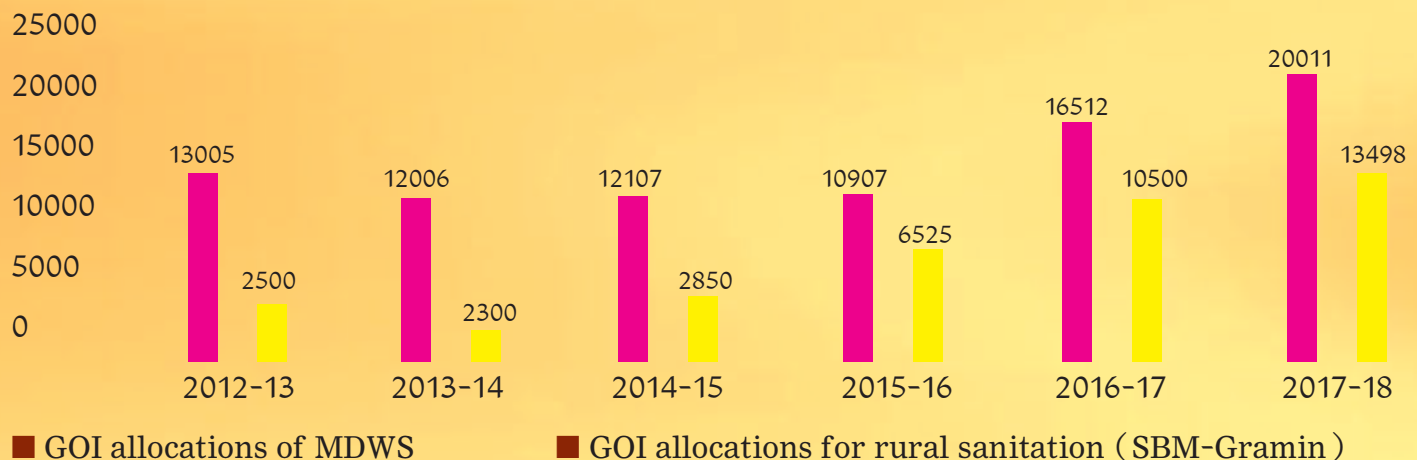
## OBJECTIVES

1. Improving quality of life in the rural areas, by promoting cleanliness, hygiene and elimination of open defecation;
2. Accelerating sanitation coverage in rural areas;
3. Motivating communities and Panchayati Raj Institutions (PRIs) to adopt sustainable sanitation practices and facilities through awareness creation and health education;
4. Encouraging cost effective and appropriate technologies for ecologically-safe and sustainable sanitation;
5. Developing where required, community-managed sanitation systems focusing on scientific SLWM systems for overall cleanliness in rural areas.

## FINANCES

The Ministry of Drinking Water and Sanitation estimated the cost of implementation of the SBM (G) to be **Rs 1,34,000 crore**. Out of this, the Government of India will fund **Rs ₹13,948 crore**.

GOI ALLOCATIONS FOR SBM-G HAS INCREASED FIVE TIMES SINCE 2014-15.





## BREAK UP OF TOTAL COST FOR THE PROGRAM

Component	Physical target to be achieved (in numbers) for Swachh Bharat Mission		Estimated Cost (in Rs Crore)
SBM(Gramin)	IHHL (Individual toilets)	684 Lakh	1,34,386
	Community Sanitary Complexes	1,14,313	
	SLWM Projects	2,50,000	
SBM(Urban)	Household toilets	104.12 Lakh	62,010
	Community Toilets	2,51,830	
	Public toilet blocks	2,55,757	
	End-to-end SWM Operational (in no. of towns)	4041	
School Toilets	New Toilets	1,45,815	2,528
	Non-functional to functional toilets	1,67,054	
Anganwadi Toilets	Number of toilets	7,12,744	768
IHHL under MGNREGA	IHHL (Individual toilets)	200 lakh	24,000
	Grand Total		2,23,692

## Ministry Results

<b>30,74,229</b> Constructions Achieved  <b>Individual Toilets</b>	<b>2,26,274</b> Constructions Achieved  <b>Community &amp; Public Toilets</b>	<b>1,325</b> No. of Cities  <b>Open Defecation free</b>
 <b>100% Door to Door Waste Collection</b> Wards Achieved	 <b>Waste to Energy</b> Current Production (Mega Watt)	 <b>Waste to Compost</b> Production for year 2016 (Metric Ton)
<b>44,650</b>	<b>88.4</b>	<b>1,64,891.6</b>

## Impact : Health

**P**reventive healthcare or preventive medicine consists of measures taken for disease prevention as opposed to disease treatment. For the longest time in our country we have ignored the essential link between cleanliness and public health. PM Modi led BJP government has understood and internalized the motto “Prevention is better than cure”.

As a leader, the PM has set the tone on various forums to emphasize the link between Swachh Bharat and public health.

*“Swachh Bharat is the best guarantee against diseases”.*

*“Best alternative to the preventive health measures is cleanliness”*

*“We have to build shauchalaya (toilets) before devalaya (temples).”*



## SANITATION AND HEALTHCARE

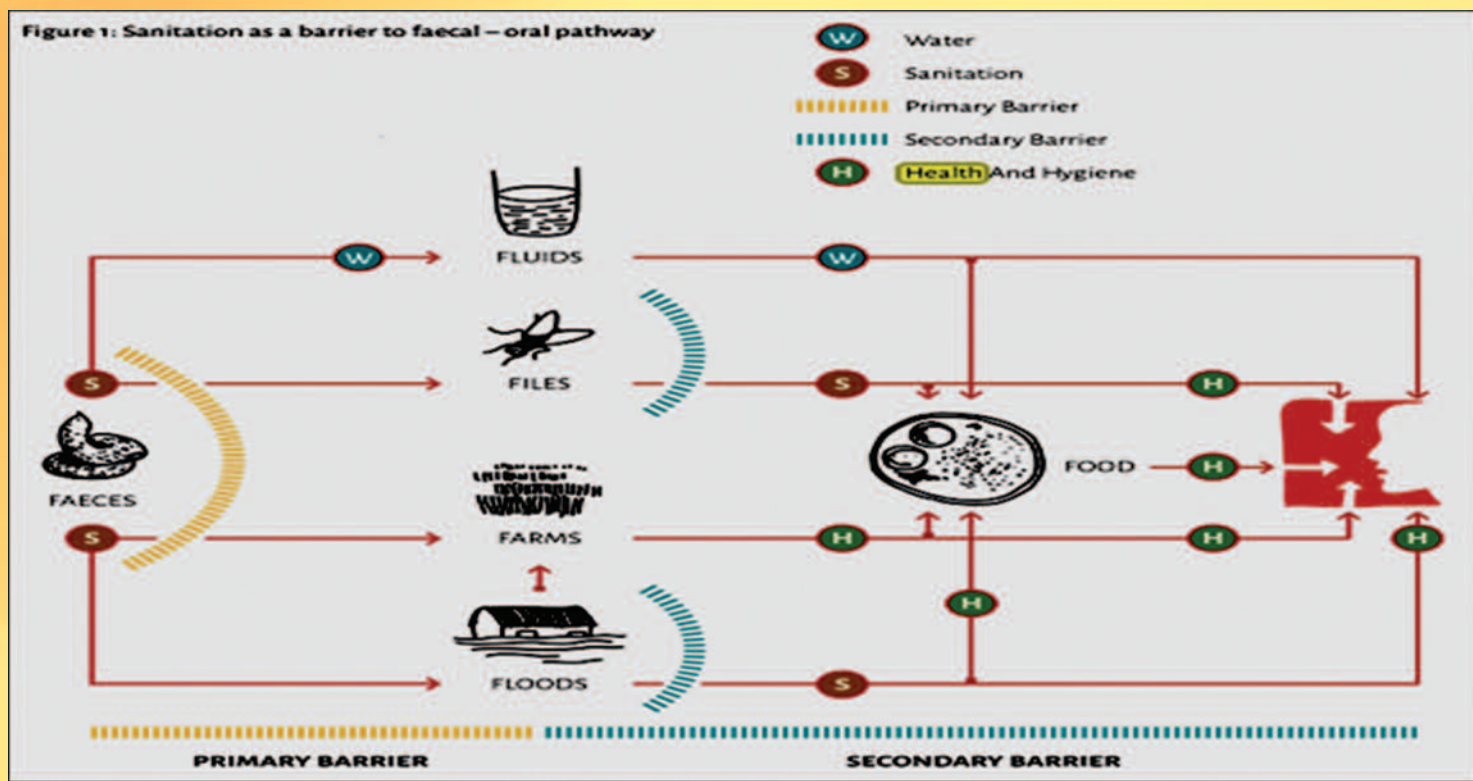
According to ministry of Health & Family Welfare 13 Children die of Diarrhea every hour in India.

In 2014 alone, there were 600 million adult cases, and 300 million cases of diarrhea in children under 5 years of age in India (RGI, 2014).

Close to 90 percent of the waste water being discharged, is untreated and causes environment pollution thereby creating health hazards for the population.

A paper in The National Bureau of Economic Research (USA) by Duflo et al., “Toilets Can Work” estimated the impact of an integrated water and sanitation improvement program in rural India that provided household water connections, latrines and bathing facilities to all households in approximately 100 villages. It suggests that the intervention reduced treated diarrhea episodes by 30-50%.

Various researchers and experts continue to produce evidence of the linkages between poor sanitation and adverse health through diseases such as diarrhea, typhoid and malaria. India’s inability to root out open defecation has been connected to infant deaths, high incidence of diarrhea diseases and stunting.



## SANITATION AND HEALTHCARE

In India there has been prevalence of certain group of bacterial and parasitic diseases known as Neglected Tropical Diseases (NTDs) such as elephantiasis and soil-transmitted helminths. They are mainly caused by unhygienic environments. NTDs are spread by insects such as mosquitos and flies, or through contact with contaminated water or soil. They affect the world's poorest people who lack access to clean water or improved sanitation and hygiene infrastructure like toilets. While these diseases are not fatal, they are known to cause disability, anemia and malnourishment; undermining the country's human capital.

The correlation between open defecation and stunting in children implies the prevalence of malnutrition caused by the inability to absorb and retain nutrients with its permanent adverse impact on the mental development of children. These diseases hence impede the achievement of goals for other programs such as mid day meals which aim to solve problems of malnourishment.

Some estimates suggest that over 600 million people are at risk of contracting one or more NTDs in India.



# SWACHH BHARAT IS SWASTHA BHARAT

The national movement for 'Swachh Bharat' can also be viewed as 'Swastha Bharat', as it comprises of a series of public health initiatives towards implementing preventive and promotive health.

*"Swachh Bharat is only possible when health is a priority and we link it to Swastha Bharat",* Baijayant 'Jay' Panda.

The campaign aims to plug the loss of excessive expenditure on preventable diseases to a large extent to ease the pressure on the current healthcare facilities. Proper water management would ensure prevention breeding of mosquitoes, which serve as carriers of various diseases.

The positive ramifications of the Swachh Bharat Mission are manifold; from improved living standards, to better health status, increased economic productivity, environment protection, and above all ensuring safety, privacy and dignity.



## Behavioral Change

Behavior change is the science that deals with the forming of new perceptions and abolition of old perceptions. There is a persistent attitude problem in the country where people don't care how clean the roads or the neighborhood are as long as their house is clean. SBM (U) receives 15 percent of the funding for Information, Education and Communication (IEC) to trigger behavior change and generate demand for sanitation. IEC plays a vital role in the promotion of the importance of

sanitation and hygiene by highlighting its linkages with public health.



The impact of SBM has been so huge that the total population of India defecating in the open has reduced to almost half in a short span of 3 years; from 550 million to just 250 million.

The Inter-Ministerial Projects were conducted all over the country to create awareness which included Swachhta Pakhwadas, Namami Gange, Swachhta Action Plan, Swachh Swasth Sarvatra campaign, School Sanitation drives, Anganwadi Sanitation drives, Railway Sanitation etc.



Swachhta Action Plans were developed by 76 Union Ministries and departments and web based portal was developed to monitor progress and highlight implementation status. Women Swachhagrahis were appointed and Swachh Shakti Awards were instituted to further enhance women involvement with the program.

Feedback Foundation has been working to motivate ODF villages through behavior change by catalyzing community adoption.

Bollywood movie, “Toilet – Ek Prem Katha” based on the Swachh Bharat Mission witnessed a huge turnout and set discourse among the people of the country.

## **Impact : Economic**

Apart from cleanliness and disease-prevention, the Swachh Bharat campaign will also lead to notable economic development for the country.

Tourism generates approximately 6.5% of India's total GDP and over 40 million Indian citizens derive their income from this sector. The government has been influenced by Singapore's idea of undergoing a cleanliness drive in 1970's. It transformed the country into an FDI magnet and this led to a steep surge in its economic growth.

According to a 2016 report by Oxford Economics and Water Aid, the lack of sanitation alone cost India \$106.7 billion in 2015, almost half of the total global losses, and 5.2% of the country's GDP in that year. A study by WHO shows that lack of cleanliness leads to an annual loss of over Rs 6500 every year to each Indian. 70% of all diseases diagnosed are related to sanitation. If this goes on then India is facing a 2.2 trillion dollar expenditure on public health care because of lack of awareness about sanitation.

According to an estimate by UNICEF, each household in India will save Rs 50,000 per year from PM Modi's Swachh Bharat mission.

## Role of Corporates

Corporate houses have been encouraged to participate in the SBM(G) as a part of the Corporate Social Responsibility (CSR). The issues of getting popularity for marketing of their products and services or mere status also attract corporate houses towards taking up social causes and increasing interaction with people.

**Domex Toilet Academy** by **HINDUSTAN UNILEVER LIMITED (HUL)** has been working to create sanitation entrepreneurs. In partnership with the social enterprise eKutir Rural Management Services Pvt. Ltd., the program identifies and selects micro-entrepreneurs to be trained in executing the project in their local communities.

HUL has identified water, sanitation and hygiene (WASH) as their focus area; programs under this are spearheaded by the company's brands in India.

The Unilever Sustainable Living Plan (USLP), under which this initiative is placed, has three global goals, namely:

- help more than a billion people take action to improve their health and well-being;
- halve the environmental footprint of the development and use of products; and
- enhance the livelihood of millions of people while growing the business.

Tata Consultancy Services has responded comprehensively to the government's call for private sector intervention in school sanitation. Their model is based on research and collaboration with the government authorities at the national, state, district and school levels, tailoring infrastructure, behavior change and IEC requirements in the selected schools.

It is also a model that demonstrates the successful engagement of the private sector in the delivery of the objectives of the Swachh Bharat Mission.

INITIATOR	:	Tata Consultancy Services (TCS)
INITIATIVE	:	Swachh Bharat, Swachh Vidyalaya: TCS Approach
TIMELINE	:	Began in 2014
VALUE	:	Rs. 100 Crore
ORGANISATION TYPE	:	CSR
COVERAGE	:	Covers 1, 433 government schools in Andhra Pradesh, Telangana and Bihar





## De-Constructing the Criticism



Just like any other great initiative, Swachh Bharat Abhiyan has received its share of criticism. In this section, we will try and find out the extent to which they are true basing our arguments on data and facts. We will also try and look at things from a broader and long term perspective to best understand the implications of the Abhiyan by the BJP government.

### IMPLEMENTATION AND EVALUATION:

Since the launch of the Abhiyan, there has been criticism against its implementation and evaluation techniques. A lot of people argue that the reports of success being published by the government cannot be trusted as they can be easily manipulated and hence does not provide a legitimate basis for evaluation. The fact of the matter is, PM Modi and the MDWS launched a **transparent third party verification survey report conducted by Quality Council of India (QCI)** to take stock of rural sanitation in all States and Union Territories, called **Swachh Survekshan Gramin 2017**.

QCI conducted an extensive **survey across 73 cities**, including 53 cities with population of more than 1 million and state capitals commissioned the Ministry of Urban Development (MoUD). The survey confirmed work done by 73 municipalities on construction of individual household toilets, community and public toilet seats, door-to-door collection of garbage & waste management and treatment.

**1 lakh citizens were surveyed** by 110 assessors across 73 cities at 3000 plus locations. **15 cities were categorized as 'Leaders'** which had have a high level of cleanliness and sanitation facilities. 20 cities became aspiring leaders which had a decent cleanliness level and could aim to be in the category of 'Leaders'.

Under the Swachh Survekshan Gramin 2017, QCI surveyed **1.4 lakh rural households** across **4626 villages**, and found the **overall toilet coverage to be 63.73%** at the time of the survey, i.e. May-June 2017. The survey also observed that **91.29% of the people who have access to a toilet, use it**.

The World Bank had sanctioned a loan of \$1.5 billion and the money was to be released in tranches on the basis of performance of the SBM-G and it had demanded an independent agency report for the same. The Union government has **awarded the contract for Rs 37.85 crore** to a consortium of **two international independent agencies** and they are in the process of finalising the questionnaire for their survey. The sanctioning of the loan will help overcome the shortfall of funding for the Abhiyan.

### IS THE ABHIYAN AN UNACHIEVABLE GOAL ?

With completion of 3 years, the goals set by Shri Narendra Modi for the Abhiyan seem far fetched

which has bought huge amount of criticism for the movement. Ending open defecation for all Indians by 2019 is what is known, in management parlance, as a **BHAG, a Big Hairy Audacious Goal**. Leadership experts know that by offering a worthwhile, but difficult to achieve vision, you can mobilise an institution, motivate a workforce, drive change and, sometimes, even reach that goal.

It has long been known that lack of toilets allows faecal germs to spread, which cause sometimes fatal illnesses like cholera and diarrhoea, especially among children. But there is a more insidious danger from human excreta. As Coffey and Spears' book, *Where India Goes: Abandoned Toilets, Stunted Development and the Cost of Caste*, sets out, Indians are shorter than they should be, and this pattern of stunted growth cannot be explained by genetics, poverty or lack of food.

Being born and brought up in a place where open defecation is common means that guts are constantly being damaged by faecal pathogens and parasites. Undernutrition sets in, leaving kids more vulnerable to infections, which in turn make them more malnourished. Energy is diverted from cognitive development, lowered intelligence compromises the ability to earn and poverty is entrenched. By one estimate, open defecation costs India a staggering 6.4 per cent of its GDP. Hence, setting such a BHAG seems like a part of the plan, to push government and otherwise workers to deliver utmost instead of taking the issue lightly; something which had been happening since last many many years.

## WASTE MANAGEMENT AND DISPOSAL:



There have been continuous concerns that there isn't enough happening in the country relating to waste management and recycling and waste collection/segregation would only make sense if there is proper disposal systems. Here are few of the initiatives that have sprung up around the country either through public-private partnership or private entrepreneurial ventures which are doing commendable work. We are a huge country with a huge population and we must understand that change won't occur in a day and that all of us must collaboratively work towards a cleaner India.



**CHINTAN** entered into a PPP agreement with Northern Railways to handle waste from trains and platform bins at four railway stations in Delhi – New Delhi, Old Delhi, Hazrat Nizamuddin, and Anand Vihar. Approximately 360,000 passengers and their waste, which either gets strewn across the platforms, burnt down into harmful gases, or dumped into landfills, is handled by this PPP model which combines essential solid waste management, environmental pollution abatement, and ensures sustained dignity and livelihood of informal sector workers in waste management.



**HINDUSTAN ZINC LIMITED (HZL)** uniquely combined CSR investments through a public-private partnership for the construction of a sewage treatment plant (STP) in 2014 in Udaipur. It is estimated that Udaipur generates 70 million litres of sewage per day which was dumped into the water that posed safety, health and environmental concerns. 15% of the treated water is discharged back into the Ayad river and the rest is pumped to HZL's smelting plants 80 kms away from the STP. Quantity of manure generated is given to the Udaipur Municipal Corporation. It is expected to generate a revenue of around Rs. 1 crore annually. It treats the sewage generated from over 20,000 households in 1 year.





**SAMAGRA EMPOWERMENT FOUNDATION** has entered into a Public Private Partnership (PPP) with the Pune Municipal Corporation (PMC) to manage community toilets in Pune. PMC is in charge of all major repairs, the provision of water, electricity, garbage collection, and connections to the local sewerage network.



**EKAM ECO SOLUTIONS**, an IIT Delhi incubated startup, patented 'Zerodor' which, when retro-fitted to urinals, eliminates both odour and the need for recurring water supply to flush the urinals. The average estimated loss of water per urinal per year is anywhere between 50,000 to 150,000 litres. Zerodor results in decreased volume of water use and release of bad odors in restrooms. This model can be easily replicated and adopted at public level and the work for the same is under process which will lead to a lot of conservation of water reducing the need to recycle.



**GRAMALAYA URBAN AND RURAL DEVELOPMENT INITIATIVE AND NETWORKS (GUARDIAN)** is a not-for-profit microfinance company which aims to provide microfinance loans to women for new toilets, water connections, rainwater harvesting, water purification and biogas plants. As on June 2015, Guardian had recorded 73,021 loans for a total of Rs. 65.9 crore disbursed since its inception, with a 97% repayment rate.

We must begin by separating the biodegradable component of solid waste in our cities from the dry waste, and use it for composting and biomethanation making recycling and processing much easier. Recognising this, the Supreme Court had directed fertiliser companies to co-market compost with chemical fertilisers. The **SOLID WASTE MANAGEMENT RULES 2016** make the co-marketing of compost mandatory. In February 2016, the **GOVERNMENT OF INDIA'S**



**DEPARTMENT OF FERTILISERS** notified a policy to promote the use of city compost by offering Market Development Assistance (MDA) of Rs 1,500 per tonne on the purchase and distribution of city.



## Anecdotes from Around the Country



The Swachh Bharat Initiative has proved to be entirely different from the past government initiated programmes, for it has invigorated the masses to take up the initiative. The sheer intensity of the initiative has transformed itself into a mass movement of its own kind. Presented below are some of the unique anecdotes associated with SBM mission.

### ODF STATUS ACHIEVED THROUGH SELF RELIANCE

On October 2, 2017 which was also celebrated as Rashtriya Swachhta Divas, in the list of open defecation free (ODF) districts of India, one more name was added –Bijnor district in Uttar Pradesh became free from the age-old tradition of Open Defecation. But, what makes this achievement special is the fact that the villagers of around 7 Gram Panchayats, here, have constructed toilets using their own money and have not taken money from the government. On the other hand, 6 Gram Panchayats returned approximately Rs. 60 lakh to the government, which they got as subsidy to facilitate construction of toilets.

For villagers of Bijnor, a toilet is equally important and as basic necessity as consuming food regularly. The district has constructed around 1,65,000 toilets, and all the 1128 gram panchayats have received ODF certificate.

### LEADING FROM THE FRONT

On February 18, 2017 Parameswaran Iyer, secretary to the Union MDWS became the leading light of the Swachh Bharat Mission, when he got inside a twin toilet pit in a Telangana village and removed faecal matter with his hands.

He was on a visit to Gangadevipalli in Warangal district along with a delegation of 40 bureaucrats, besides representatives of the UNICEF. His efforts single handedly brought back the issue of manual scavenging in limelight.

The team was there to study the concept of twin-pit toilet technology that converts human excreta into manure within a short period of time and also helps in eliminating the practice of open defecation.





## THE EFFORTS OF THE 90 YEAR OLD COUPLE TO MAKE THEIR VILLAGE ODF

Role models have played a vital role in making the project a success. When villagers in Achampatti came up with excuses of getting claustrophobic and claimed toilets will spoil the purity of their homes, 90-year-old C Alagu Ambalam and his wife Angammal set an example by constructing a toilet in their house. “Having a toilet at home is convenient and the village also stays hygienic this way,” said Ambalam.

Due to the collective efforts of the residents, Achampatti, a village 15 kms off Madurai in Tamil Nadu, on October 2, 2015 was declared an open defecation free (ODF) village. Before the project was launched, very few houses in the village had individual toilets.

The next mission of the village administration is to work out a solid waste management scheme to manage biodegradable and non-biodegradable garbage.

## PREVENTING TONNES OF ORGANIC WASTE FROM BEING DUMPED INTO RIVER YAMUNA

Contributing to the Swachh Bharat Abhiyan, Clean India Ventures Private Limited (CIVL), with its revolutionary Green Waste Reprocessor Machine (GWRM) is actively putting an end to the garbage menace. *“While sanitation has been a major issue in India since independence, it has got a lot of media hype after PM Modi launched the Swachh Bharat Abhiyan. We also wanted to play a part in the same. Hence, we took the decision to get into this field by going ahead with an opportunity which came our way.”* says 31-year-old Alok Gupta, Director, CIVL.

With a good 60 percent of the waste generated being organic, most of it is transported to landfill sites and is consistently burnt to produce methane gas that is 20 times more harmful than carbon dioxide. Landfills also contaminate underground water leading to widespread diseases and unsanitary conditions.

Cutting down the need for heaps of organic waste to be transported and eliminated in such a manner, the GWRM manufactured by Clean India Ventures reprocesses all types of organic matter into compost at the source of waste generation. This acts as a solution to the environmental damage together with the end products serving a purpose.

CIVL has successfully installed 8 projects across Delhi, Haryana, Punjab & Rajasthan.





## Who is supporting SBM?

*"It was 'Swachh Bharat Abhiyaan' .. went on the streets and broomed and collected dirt to clean up the place. The 'Swachh Bharat Abhiyaan' .. personalised !! Let every one deserve to be involved.", said **Amitabh Bachchan** on Twitter.*



*"I am committed to do more and urge all of you to do your bit in making Clean India a reality", **Sachin Tendulkar***

Congress leader and former Union minister **Shashi Tharoor** accepted Prime Minister Narendra Modi's invitation and said that he feels honoured to join this ambitious programme and wants this programme to be a continued one and not just an act of "tokenism". He tweeted, *"Honoured to accept the invitation of PM"*



**Anil Ambani** said in a statement that he was honoured to be invited by Prime Minister to join the "Swachh Bharat Abhiyan" and he would dedicate himself to this movement wholeheartedly and will invite nine other leading Indians to join him in the "Clean India" campaign.



*"I humbly accept respected Prime Minister Narendra Modi's challenge. This is an idea that is long overdue. There is no time like the present to begin the journey towards change. Recognise that we are doing this for ourselves. If we don't get involved & support this campaign, nothing can happen. But if we come together we can make a difference. Every action we take will be important. I want to make the change. I want a clean India. It's time to clean up our act."*

**Priyanka Chopra**



Yoga guru **Baba Ramdev** said, "We will work for 'sikshit, swasth and swachh bharat'".



## Mission Target

### BREAK UP OF TOTAL COST FOR THE PROGRAM

S. No.	Components	2015-16	2016-17	2017-18	2018-19	Overall Target
a)	Individual Household Toilets	25,00,000	35,00,000	35,00,000	9,00,000	1.04 crore units
b)	Community and Public Toilets	1,00,000	2,04,000	2,04,000	-	5.08 lak units
c)	Solid Waste Management 1) Achievement of 100% collection (No. of Cities)	1000	1,500	1,500	41	To achieve Scientific Solid Waste Management
	1) Achievement of 100% processing & disposal (No. of Cities)	100	1,000	1,000	1,941	in 4041 cities/towns for 30.6 crore persons

## Conclusion

- There were 550 million people practicing open defecation (OD) till 2014, 250 million of them no longer practice OD.
- Over 2.5 lakh villages and 204 districts have become open defecation free (ODF).
- Five states, Kerala, Himachal Pradesh, Uttarakhand, Haryana and Sikkim, are ODF and it is estimated that 10-11 states will declare themselves ODF by March 2018.
- Sanitation coverage has gone up from 42% in October 2014 to 60% in May 2017.
- 5.85 million toilets were built in 2014-15 against the target of 5 million, 12.7 million against the target of 12 million in 2015-16 and 21.9 million against the target of 15 million 2016-17.





**A nation changes  
for the better when its  
citizens join hands.**



“The Swachhata Abhiyan now does not belong to Bapu, central government, state governments or civic bodies, today Swachhata Abhiyan has become a mission for the common man of this country.”

**- PM Narendra Modi**



**Dr. Syama Prasad Mookerjee Research Foundation**



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