



Research Unit
Press Information Bureau
Government of India

Swabhav Swachhata Sanskaar Swachhata

Swachh Bharat Mission successfully Transforms India's Sanitation Landscape.

(Ministry of Jal Shakti)

September 12, 2024

In his Independence Day speech, Prime Minister Shri Narendra Modi emphasized how *Swachhata* has become a fundamental aspect of daily life, driving significant changes in behaviour across the nation.

Taking forward the Prime Minister's vision, the **Swabhav Swachhata Sanskaar Swachhata (4S) campaign** is being launched on the 10th anniversary of the Swachh Bharat Mission. It will be rolled out on September 17 and culminate on October 2, 2024.

The campaign is in line with the annual tradition of the **Swachhata Hi Seva campaign**, celebrated annually since 2017. It serves as a precursor to **Swachh Bharat Diwas**, commemorating the birth anniversary of Mahatma Gandhi on October 2. As in previous years, the Ministry of Housing and Urban Affairs (MoHUA) is jointly spearheaded the campaign in collaboration with the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti.



The Swabhav Swachhata Sanskaar Swachhata (4S) campaign is built around three key pillars:

- (i) **Swachhata Ki Bhaagidari** - Public Participation, Awareness & Advocacy Activities for Swachh Bharat,
- (ii) **Sampoorna Swachhata** - Mega Cleanliness Drives & time-bound transformation of Cleanliness Target Units (CTUs), such as difficult and dirty spots and
- (iii) **Safai Mitra Suraksha Shivir** - Single-window Seva, Suraksha, and Samman camps for health checkups and the welfare of sanitation workers.

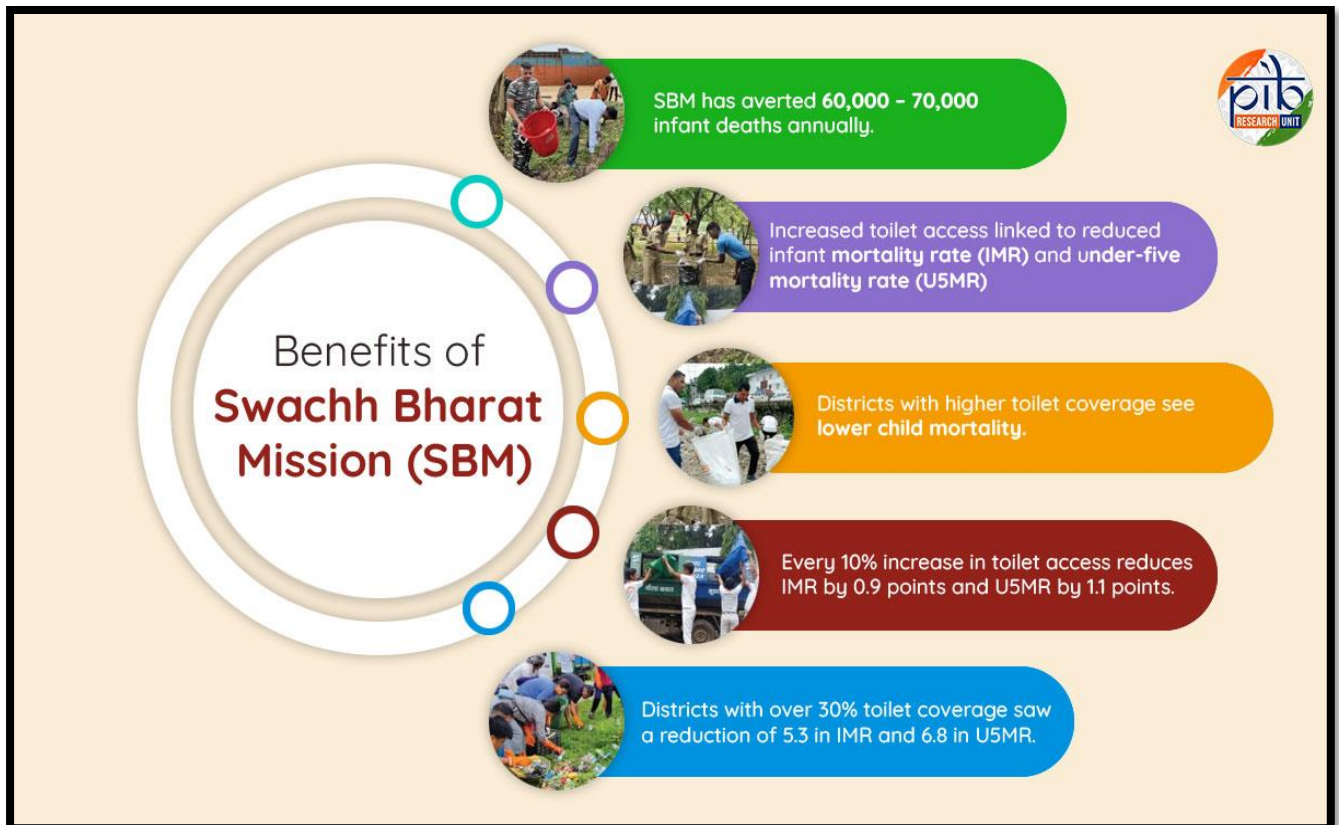
The campaign will focus on mobilising public participation (*Jan Bhagidari*), achieving sustainable cleanliness, and recognising the vital role of sanitation workers (*Safai Mitras*).

In the **Swachhata Hi Seva 2023**, more than **109 crore individuals and 71 Ministries and Departments** of GOI participated in the nationwide campaign over 18 days, averaging around six crore people participation per day across the country. **A whopping 53 crore people gave ‘Shramdaan for Swachhata’ from across the country over the 18-day period, averaging around three crore people participation per day.** These efforts showed remarkable results - cleaning nearly **7,611 beaches, revitalizing 6,371 riverbanks and waterfronts, reclaiming over 15,576 legacy waste sites, improving 3,620 tourist and iconic destinations, and restoring over 1,23,840 public spaces.** Additionally, over **16,000 water bodies were cleaned, over 87,000 institutional buildings were rejuvenated, and nearly 66,779 garbage-vulnerable sites were cleaned.**¹

Swachh Bharat Mission

¹ https://swachhbharatmission.ddws.gov.in/about_sbm

The Swachh Bharat Mission (SBM), launched by **Prime Minister Shri Narendra Modi on October 2, 2014**, represents a paradigm shift towards achieving universal sanitation coverage in India. With the ambitious goal of making India "open-defecation free" (ODF) by the 150th birth anniversary of Mahatma Gandhi in 2019, this initiative has since revolutionised the country's approach to hygiene and sanitation. The mission aimed to improve the health and well-being of millions of Indians by constructing **over 100 million toilets** in rural India and has become a **global model for community-driven sanitation reform**.



Swachh Bharat Mission – Grameen: Phase I (2014–2019)

The **Swachh Bharat Mission–Grameen (SBM-G) Phase I** was a groundbreaking initiative that emphasized nationwide participation in sanitation efforts. **This phase marked the largest behavioural change movement in the world**, aiming to **end open defecation through awareness campaigns, education, and infrastructure development**. By combining governmental efforts and community engagement, SBM-G Phase I became a symbol of India's commitment to public health and cleanliness. The construction of toilets and sanitation infrastructure not only improved hygiene but also significantly impacted health, especially in rural areas where sanitation facilities were lacking.

Achievements of SBM-G Phase I



- The WHO reported 300,000 fewer diarrheal deaths in 2019 compared to 2014, directly attributable to improved sanitation.
- Families in ODF villages saved an average of INR 50,000 annually on health costs.
- A significant reduction in groundwater contamination was noted in ODF areas.
- With better access to sanitation facilities, 93% of women reported feeling safer at home.



Swachh Bharat Mission – Grameen: Phase II (2019–2025)

Building on the success of Phase I, **SBM-G Phase II** was launched to sustain the ODF status and manage solid and liquid waste by 2025. This phase focuses on "**Sampoorn Swachhata**", or complete cleanliness, which includes creating ODF Plus villages that maintain and improve sanitation standards. Supported by an investment of **Rs. 1.40 lakh crores**, this phase further integrates various government schemes to enhance sanitation infrastructure.



2

As of **September 2024**, over **5.87 lakh villages** across India have achieved ODF Plus status, with over **3.92 lakh villages** implementing solid waste management systems and over **4.95 lakh villages** establishing liquid waste management systems. This phase also saw the construction of over **11.64 crore household toilets** and more than **2.41 lakh community sanitary complexes**, underscoring the government’s dedication to sustainable sanitation practices.

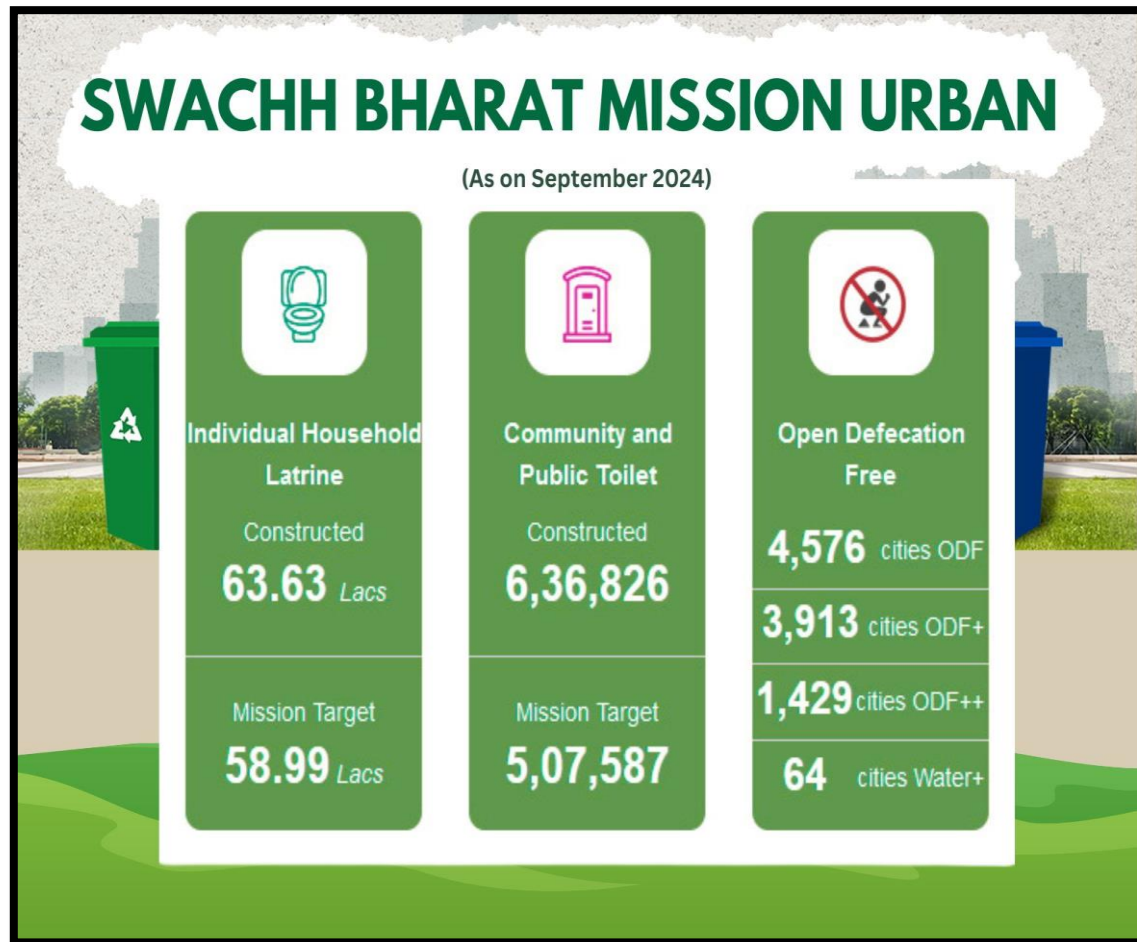
Swachh Bharat Mission – Urban³

The **Swachh Bharat Mission (Urban) (SBM-U)**, launched on **October 2, 2014**, has significantly transformed urban sanitation and cleanliness in India. Focused on achieving **100% Open Defecation Free (ODF) status**, ensuring scientific **Solid Waste Management (SWM)**, and driving behaviour change through a “*Jan Andolan*” (people’s movement), SBM-U has had a far-reaching impact.

As of September 2024, the initiative has seen the construction of over **63 lakh household toilets and more than 6.3 lakh public toilets**. Through robust third-party protocols and widespread public engagement, SBM-U has brought sanitation to the forefront of India's urban development agenda, making cities cleaner and healthier.

² <https://pib.gov.in/PressReleasePage.aspx?PRID=1923036>

³ <https://sbmurban.org/>



Key Benefits of Swachh Bharat Mission

A recent study published in Nature, the world's leading multi-disciplinary science journal, by leading experts reveals that the Swachh Bharat Mission (SBM), India's ambitious national sanitation program, has contributed significantly to **reducing infant and under-five mortality rates** across the country – **averting 60,000 – 70,000 infant lives annually**. The study, which utilized a quasi-experimental design, provides robust evidence linking increased toilet access **under SBM with improved child survival outcomes**. Launched in 2014, SBM is one of the largest national behavioural change sanitation programs in the world, aimed at eliminating open defecation by providing household toilets across the country. This unique programme has now metamorphised into ensuring *Sampoorna Swachhata* in the country.

Study Overview and Key Findings:⁴

The study analysed data from **35 Indian states and 640 districts spanning a decade (2011-2020)**, focusing on **infant mortality rate (IMR) and under-five mortality rate (U5MR) per thousand live births** as the primary outcomes. The study employed two-way fixed effects regression models to control for sociodemographic, wealth, and healthcare-related confounders at the district level, ensuring a comprehensive analysis of the relationship between sanitation improvements and child mortality.

Key findings include:

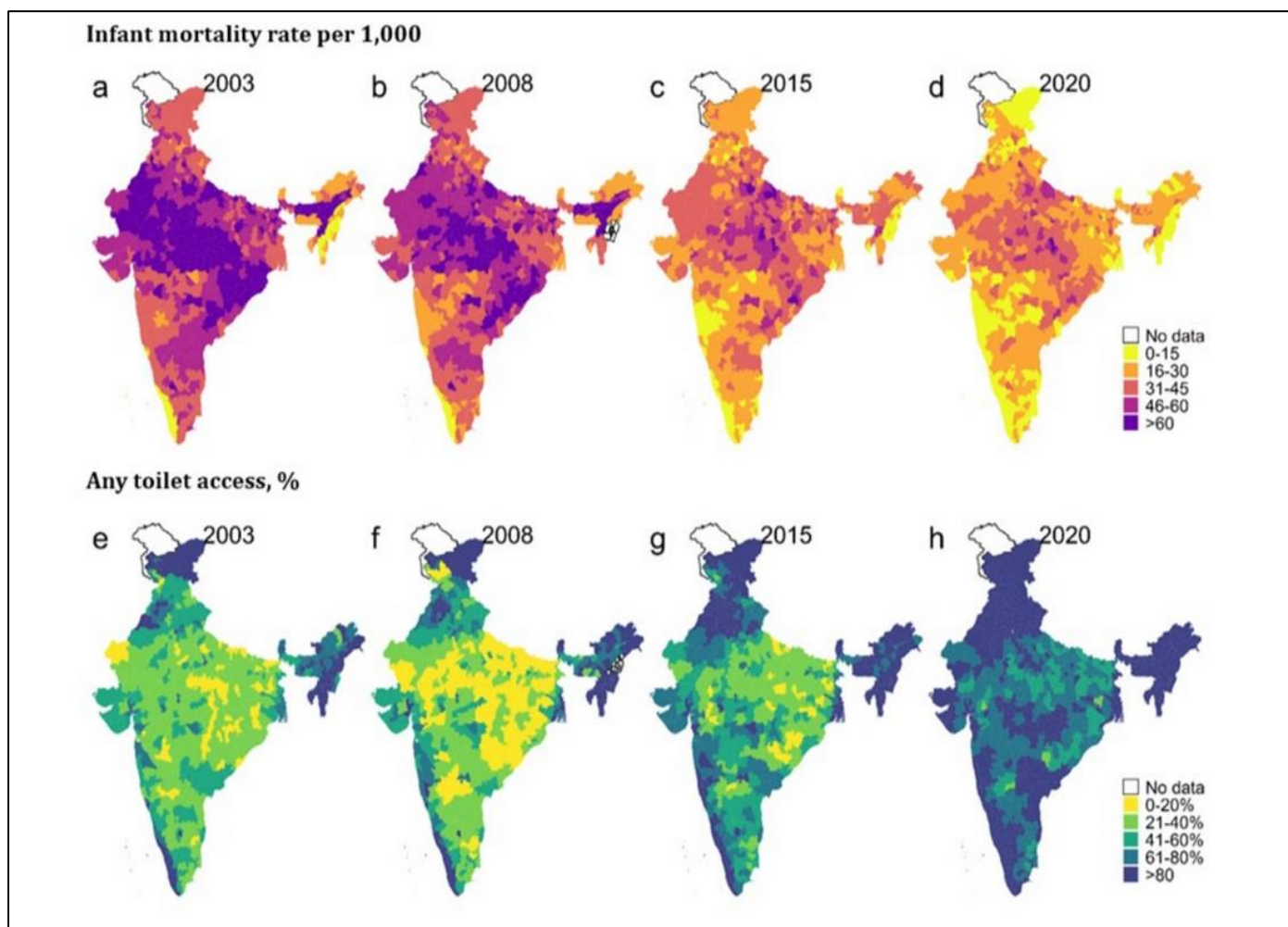
❖ Inverse Association Between Toilet Access and Child Mortality

Historically, toilet access and child mortality have shown a robust inverse association in India.

❖ Scale of Impact

Toilets constructed increased dramatically across India following the implementation of the SBM in 2014. **Over 117 million toilets have been constructed since 2014** with a **public investment of over 1.4 lakh crore**. Results from the analyses suggest that for every **10-percentage point increase in district level access following SBM corresponds with a reduction in district level IMR by 0.9 points and U5MR by 1.1 points on average**. There is further evidence of a threshold effect wherein the **district-level toilet coverage of 30% (and above) corresponds with substantial reductions in infant and child mortality**. The study revealed that districts with over **30% toilet coverage under SBM experienced reductions of 5.3 in the IMR and 6.8 in the U5MR per thousand live births**. In absolute numbers, this **co-efficient would scale to 60,000 – 70,000 infant lives annually**. This finding was supported by robustness checks and falsification tests, confirming the validity of the results.

⁴ <https://pib.gov.in/PressReleasePage.aspx?PRID=2052319>



⁵ Source: ¹ <https://www.nature.com/articles/s41598-024-71268-8/figures/1>

❖ SBM's Unique Approach

SBM's approach of combining toilet construction with substantial investments in IEC (Information, Education, and Communication) and community engagement represents a marked departure from prior sanitation efforts in India, which often lacked such comprehensive strategies. **The study provides novel evidence of reductions in infant and child mortality following SBM's comprehensive national sanitation program, indicating its transformative role in improving public health outcomes.** The study also highlights that **expanded access to toilets under SBM likely reduced exposure to faecal-oral pathogens, contributing to lower incidences of diarrhea and malnutrition, which are key drivers of child mortality in India.**

⁵ <https://www.nature.com/articles/s41598-024-71268-8/figures/1>

Future Initiatives

Looking ahead, the Swachh Bharat Mission is gearing up for a more comprehensive and sustainable phase, emphasizing long-term sanitation solutions, such as solid and liquid waste management systems across urban and rural areas. Future steps for SBM will focus on fostering behavior change under the theme "**Swabhav Swachhata, Sanskar Swachhata,**" promoting cleanliness as a way of life. Strengthening community participation, expanding waste management infrastructure, and ensuring sustained efforts at both the grassroots and policy levels are critical elements. Moreover, the recognition of Safai Mitras and other sanitation stakeholders aims to create an inclusive environment where everyone contributes to maintaining hygiene.

The Minister highlighted that collaboration between **the government, NGOs, corporates, and citizens is key to building a cleaner and healthier India.** The SHS campaign is expected to set the stage for these future initiatives, driving forward the vision of a permanently clean and green India.

Conclusion

The Swachh Bharat Mission stands as a transformative initiative that has revolutionized sanitation in India, delivering widespread public health benefits. By providing millions of toilets, reducing infant mortality, and improving the safety of women, the mission has profoundly impacted the lives of Indians. It continues to serve as one of the largest and most successful public health initiatives in the world, exemplifying how sanitation improvements can lead to a healthier, safer, and more prosperous society.

Reference

<https://www.myscheme.gov.in/schemes/sbm-g-i>

https://swachhbharatmission.ddws.gov.in/about_sbm

<https://sbm.gov.in/sbmgdashboard/StatesDashboard.aspx>

<https://sbmurban.org/>

<https://pib.gov.in/PressReleasePage.aspx?PRID=2052319>

Swachh Bharat Mission Operational Guidelines : <https://sbmurban.org/swachh-bharat-mission-progress>

<https://sbm.gov.in/sbmgdashboard/StatesDashboard.aspx>

<https://www.nature.com/articles/s41598-024-71268-8/figures/1>

Swachh Bharat Mission Urban 2.0 Newsletter 2024: <https://sbmurban.org/>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1923036>

<https://pib.gov.in/PressReleasePage.aspx?PRID=2050197>

Santhosh Kumar / Ritu Kataria/ Madiha Iqbal