



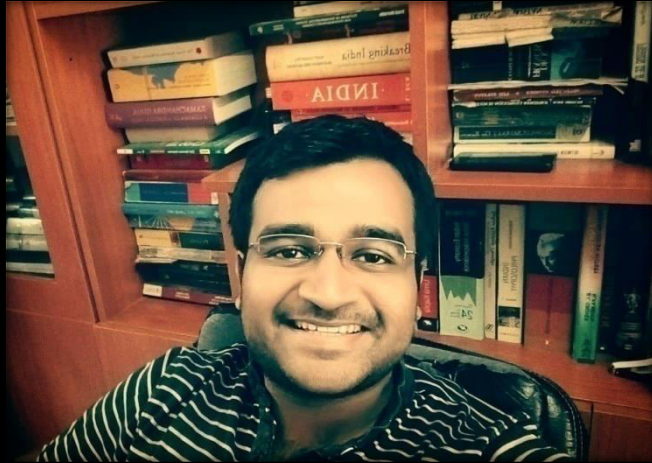


YOJANA

Nov 2018

SWACHHATA: FROM IDEA TO REALITY

ABOUT ME



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"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



DISCUSSION VIA QUESTIONS

1. WHAT IS THE **STATUS OF SANITATION** IN RURAL INDIA?
2. WHAT ARE THE **TARGETS AND ACHIEVEMENTS** UNDER **SBM-U**?
3. HOW TO **SUSTAIN THE ACHIEVEMENTS** UNDER SBM?
4. HOW IS GOVT. **MAINSTREAMING SANITATION** IN IT'S **THINKING**?
5. DISCUSS THE ROLE OF DIFFERENT MINISTRIES IN **DEVELOPING SANITATION INFRASTRUCTURE**.
6. DISCUSS **INITIATIVES BY MOPNG** FOR CLEAN & GREEN INDIA?
7. DISCUSS **CLEANLINESS INITIATIVES** UNDER **HEALTH MINISTRY**.
8. HOW WAS **SWACHHATA** LINKED TO **GANDHIJI'S SATYAGRAHA**?

1. WHAT IS THE STATUS OF SANITATION IN RURAL INDIA?

- Data
 - Open defecation
 - Solid Waste management



DATA — OPEN DEFECATION

- Open defecation reduced from 55 Cr (2014) to 20 Cr (2018)
- Open Defecation Free:
 - 22 states > 468 districts >> 4.68 Lakh villages
 - 9 Crore toilets have been constructed
- Sanitation coverage:
 - Oct 2, 2014 => 38.7%
 - Oct 2, 2018 => 93.9%
- Usage:
 - NSSO (2016) => 95%
 - Quality Council of India (2017) => 91%

DATA – SOLID WASTE MANAGEMENT

- 65 MT MSW is generated by ~400 million urban Indians out of which ~37% is being processed today

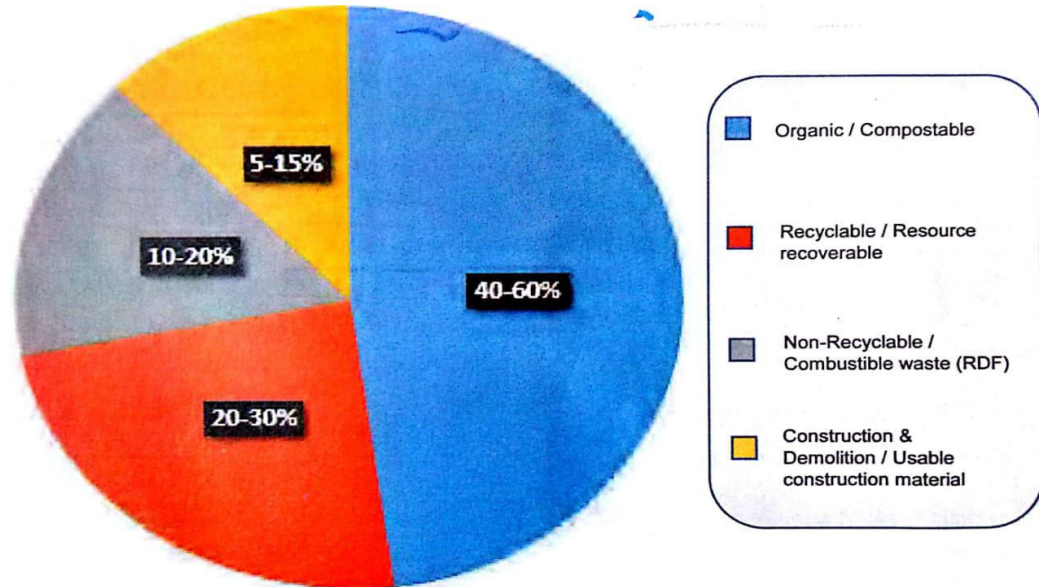


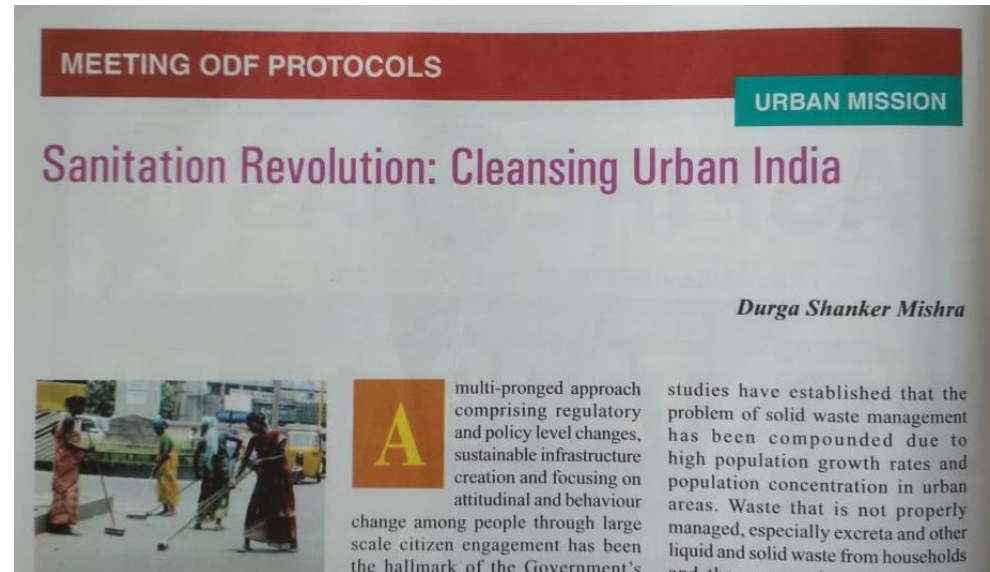
Figure 4: Waste profile in Urban India

MCQ #1

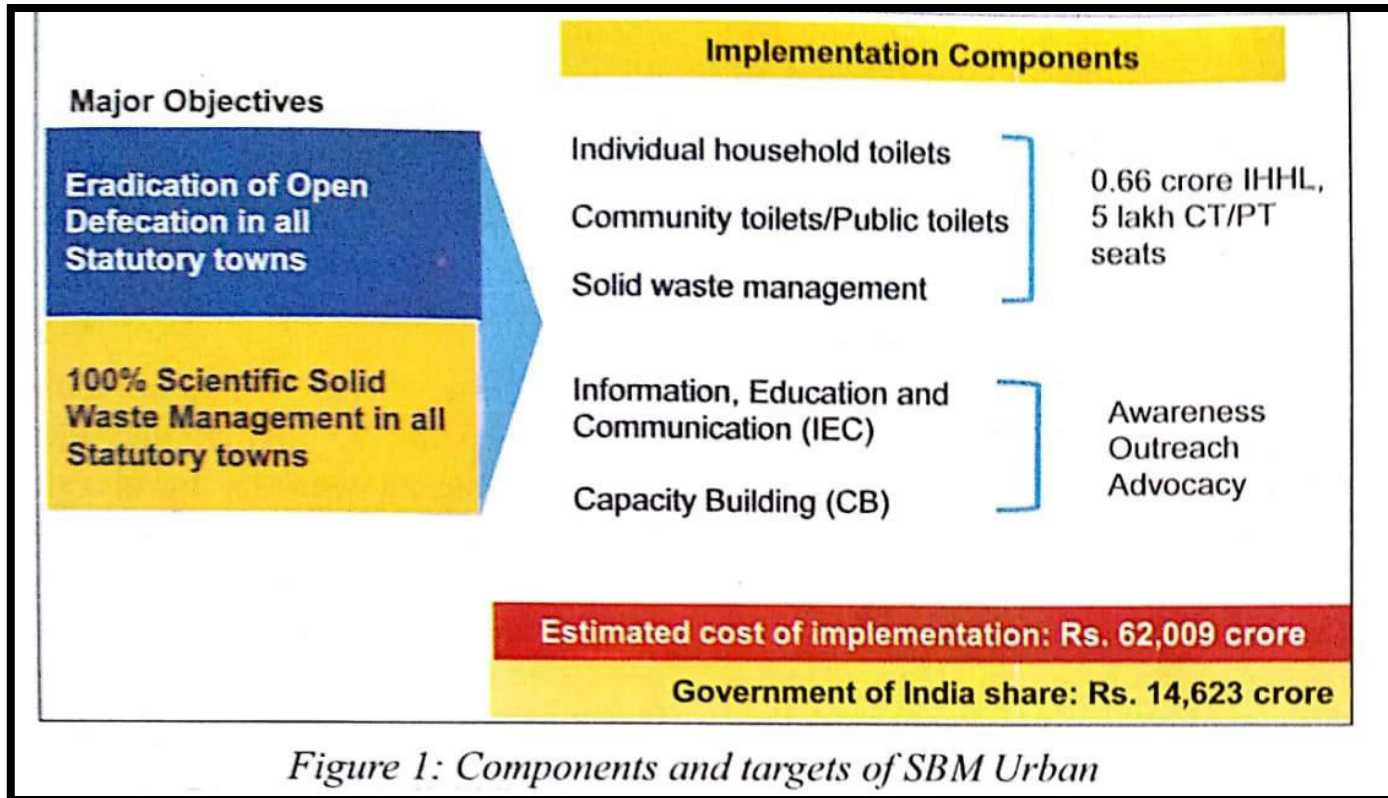
- Which is the first state to launch a ODF sustainability App under its “My Village My Pride” campaign?
 - A. Gujarat
 - B. Sikkim
 - C. Punjab
 - D. Tamil Nadu

2. WHAT ARE THE TARGETS AND ACHIEVEMENTS UNDER SBM-U?

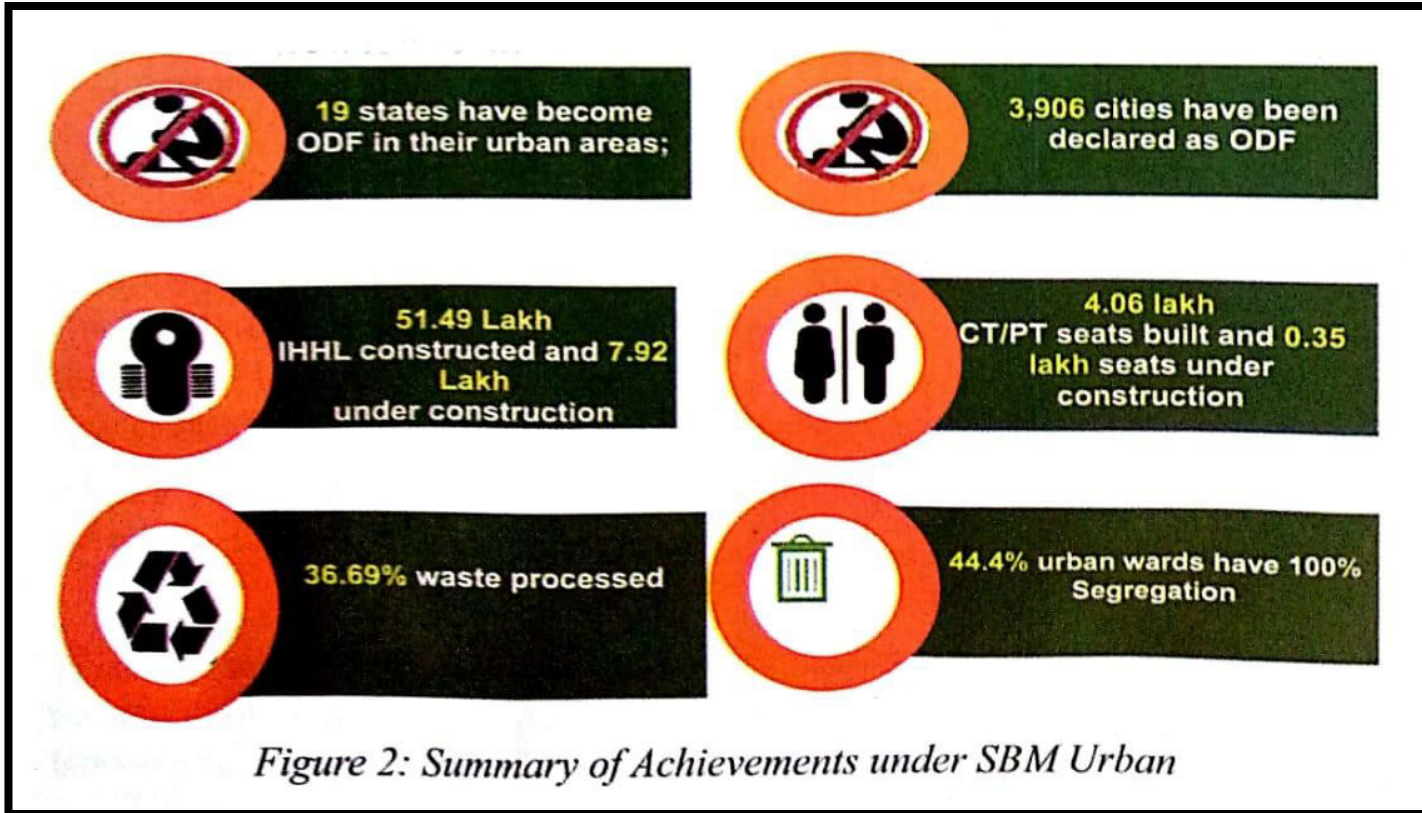
- Components & Targets under SBM (Urban)
- Achievements under SBM (Urban)



COMPONENTS & TARGETS UNDER SBM (URBAN)



ACHIEVEMENTS UNDER SBM (URBAN)



MCQ #2

- Prime Minister was recently awarded Champions of the Earth award. Who gives this award?
 - A. Greenpeace
 - B. United Nations (UN)
 - C. World Wide Fund for Nature (WWF)
 - D. International Union for Conservation of Nature (IUCN)

3. HOW TO SUSTAIN THE ACHIEVEMENTS UNDER SBM?

1. Protocols
2. Mapping and Reviewing the Toilets
3. Swacch Survekshan
4. Star Rating for Garbage Cities
5. Making it a Jan Andolan

1. PROTOCOLS

1. **ODF-Q** (Quality) requires every toilet constructed to be **geo-tagged**. All villages are double verified – self and external.
2. **ODF-S** (Sustainability) focuses on continuous **behavior change communication** to remain much after achieving ODF.
3. **ODF+** focuses on sustaining community/ public toilet usage by ensuring their **functionality, cleanliness and maintenance**.
4. **ODF++** focuses on achieving sustainability by **addressing complete sanitation value chain**, including safe containment, processing and disposal of fecal sludge and septage.

2. MAPPING & REVIEWING THE TOILETS

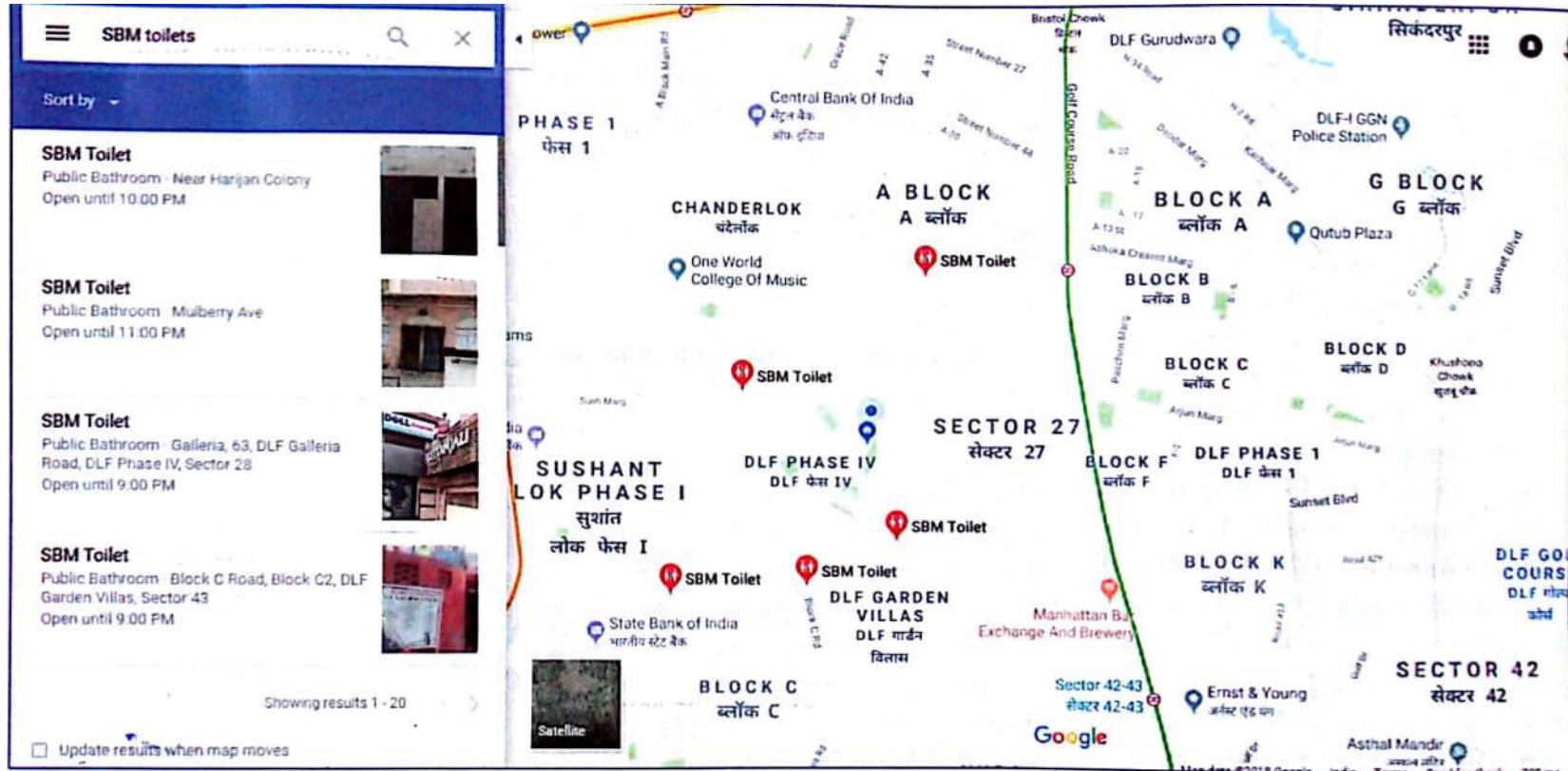


Figure 3: Public Toilets (SBM Toilets) on Google maps

3. SWACHH SURVEKSHAN

- 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

Survey Methodology	Swachh Survekshan - 2016	Swachh Survekshan - 2017	Swachh Survekshan - 2018	Swachh Survekshan - 2019
ULB documentation	73 Cities With Million+ population and State Capitals	434 Cities With 1 lakh+ population and State Capitals	4,203 Cities	All Cities & Towns
Independent Observation & verification				
Citizens' Feedback	Cleanest City- Mysuru	Cleanest City- Indore	Cleanest City- Indore	To be conducted in Jan 2019

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

4. STAR RATING FOR GARBAGE CITIES

- 7-star rating for evaluating garbage free status of cities is designed on a SMART approach.
 - Single metric, Measurable, Achievable, Rigorous verification and Targeted towards outcomes
- The rating is based on 12 parameters and covers all aspects of Solid Waste Management.

5. MAKING IT A JAN ANDOLAN

- Swachh Bharat Brand Ambassadors (Amitabh Bachchan)
- Swachhagrahis (Targer 1 per village) + Nigrani Samitis
- Self assessment by Gram Sabhas (Village Swachhata Index)
- Engaging students for e.g. Swachhata Olympics, Internships
- Engaging women via SHGs, Swachh Shakti
- Engaging Media through campaigns
- Engaging citizens through various ICT tools + App
- Swachhata hi Seva Run (40 L citizens in 25k events)
- Engaging Corporates through PPP & CSR



Ministry of Housing
and Urban Affairs
Government of India



Swachhata
Selfie

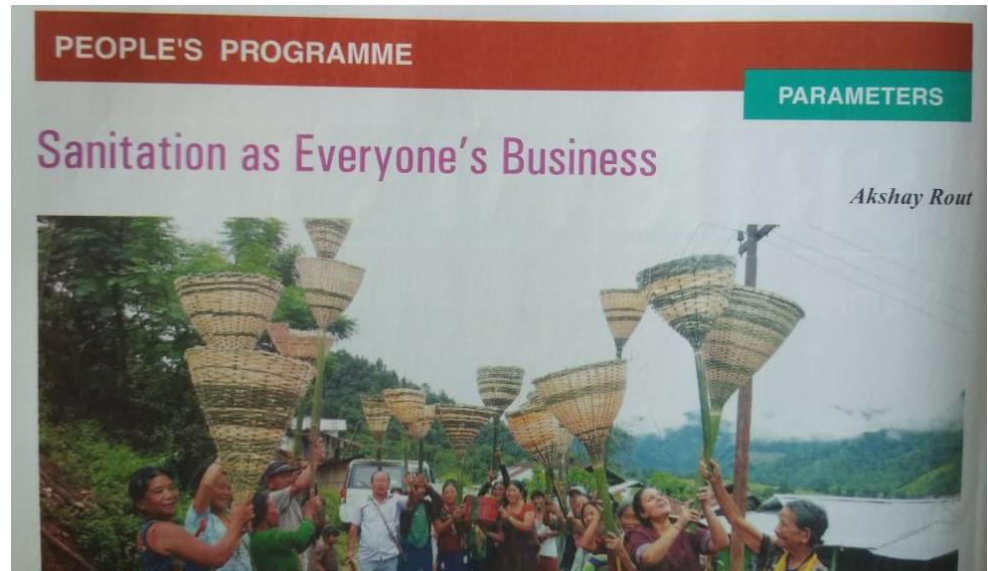


MCQ #3

- Nisarguna Biogas technology has been developed by which organization?
 - A. Bhabha Atomic Research Centre
 - B. National Innovation Foundation
 - C. Defence Research and Development Organization
 - D. National Physical Laboratory

4. HOW IS GOVT. MAINSTREAMING SANITATION IN IT'S THINKING?

1. Swachhata Pakhwada
2. Swachhata Action Plans
3. Swacch Iconic Places

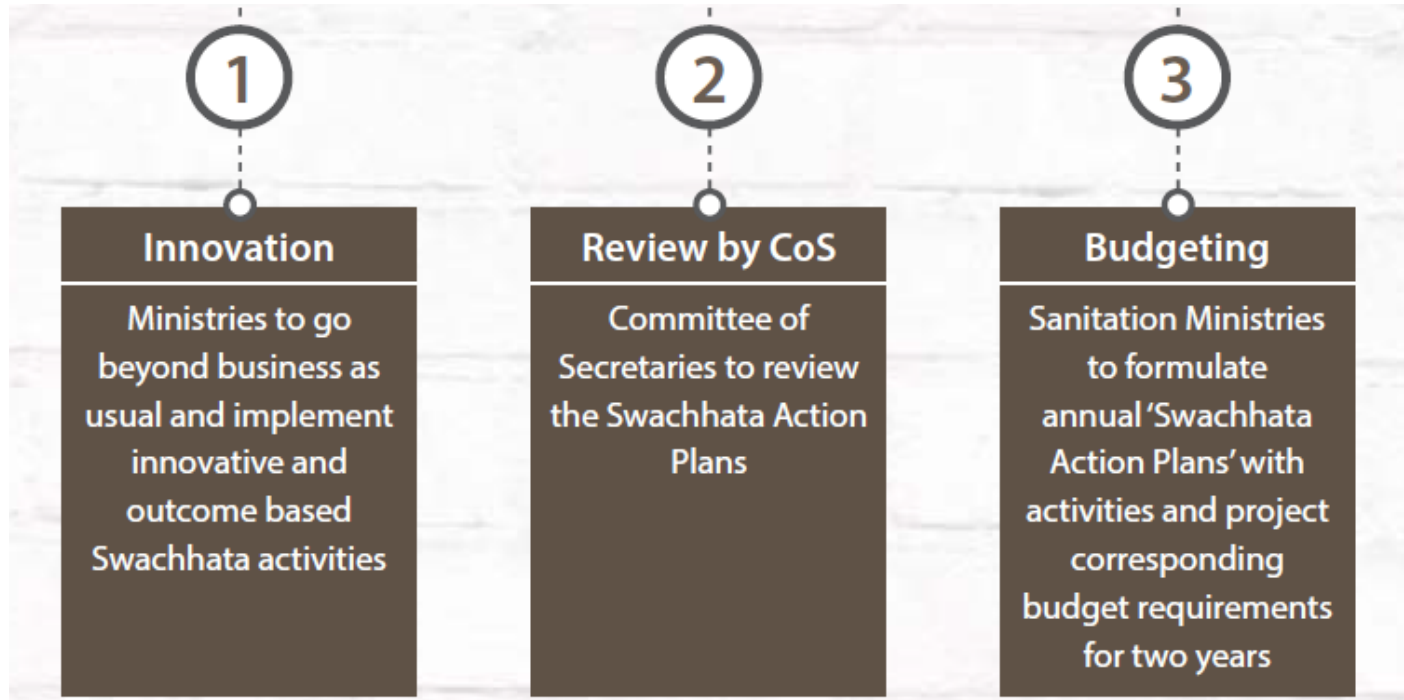


1. SWACHHATA PAKHWADA

- Launched in Apr 2016
- **For every 15 days, 4 to 5 Ministries** carry out cleanliness initiatives within their jurisdiction
 - For those 15 days, the observing ministries are considered as Swachhata Ministries.
- Monitoring done via online “**Swachhata Samiksha**” where action plans, images, videos of activities are uploaded/shared

2. SWACHHATA ACTION PLAN (SAP)

- Launched in Apr 2017



3. SWACHH ICONIC PLACES

- Special clean-up initiative focused on **select iconic heritage, spiritual and cultural places** in the country
- **30 sites** are at various stages of implementation and the plan is to take up 100 such places in phases
- Swachhata initiatives at these places receive **CSR support** from **public** and **private companies**

MCQ #4

- SATAT initiative is aimed at promoting which of the following in India?
 - A. Biogas
 - B. Solar power
 - C. Toilet usage
 - D. Electricity saving

5. DISCUSS THE ROLE OF DIFFERENT MINISTRIES IN DEVELOPING SANITATION INFRASTRUCTURE.

- Sanitation Infrastructure
- Initiatives under MGNREGA (MORD)
- Initiatives for 'Aviral' and 'Nirmal' Ganga
 - Pillars of Namami Gange Programme
 - Implementation of Namami Gange
 - Outcome of Rs. 20,000 Crore?
 - Ganga Gram Project (2017) – a related initiative
- Initiatives under NHAI (MORTH)
- Initiatives under Shipping Ministry (MOS)
- Initiatives under Swachh Rail, Swachh Bharat (MOR)

SANITATION INFRASTRUCTURE

- **Sanitation infrastructure** includes toilets, waste management facilities, awareness campaigns, etc.
- We will discuss **initiatives** by following **ministries**:
 - Ministry of **Rural Development**
 - Ministry of **Water Resources, River Development & Ganga Rejuvenation**
 - Ministry **Road Transport and Highways**
 - Ministry of **Shipping**
 - Ministry of **Railways**

INITIATIVES UNDER MGNREGA

- Awareness amongst village Panchayats
- Construction of household toilets and soakage pits
- Works related to Solid & liquid waste management
 - Toilets in schools and Anganwadis
 - Village drains, liquid bio-compost, recharge pits, etc.
 - Construction of water stabilization & conservation works

INITIATIVES FOR 'AVIRAL' AND 'NIRMAL' GANGA

- **Separate Ministry** for Ganga Rejuvenation (2014)
- Launch of **Namami Gange Programme** (2015)
- **National Mission for Clean Ganga** made an authority under EPA 1986 (2016)
- Formation of **State and District Ganga Committees** (2017)

PILLARS OF NAMAMI GANGE PROGRAMME



Sewerage Treatment Infrastructure



River-Front Development



River-Surface Cleaning



Bio-Diversity



Afforestation



Public Awareness



Industrial Effluent Monitoring



Ganga Gram

IMPLEMENTATION OF NAMAMI GANGE

- Implementation has been divided into:
 - Entry-Level Activities (for immediate visible impact),
 - Medium-Term Activities (to be implemented within 5 years)
 - Long-Term Activities (to be implemented within 10 years)
- One City One Operator Concept for STPs (Mathura)
- Sewage treatment projects on Tributaries of Ganga
- Channelization of CSR Funds
- Ganga Praharis – self motivated individuals

OUTCOME OF Rs. 20,000 CRORE?

- As claimed by the Minister,

“Ganga will be 70-80% clean by March 2019 and fully clean by the end of 2020”

GANGA GRAM PROJECT (2017) – A RELATED INITIATIVE

- Sanitation based integrated development of all 4475 villages along Ganga.
- It's various components:
 1. Making village ODF
 2. Proper management of village waste draining into river Ganga
 3. Proper disposal of solid waste
 4. Encourage plantation of medicinal plants and organic farming
 5. Construction of crematorium
 6. Promotion of tourism
 7. Water conservation activities like rain water harvesting/ground water recharge/maintain of well and ponds, promotion of sprinkler irrigation
 8. Coordination between various Central and State Govt. sponsored schemes and their implementation on priority in Ganga Grams

INITIATIVES UNDER NHAI

1. **Separate ladies and gents toilets** at toll plazas
 - All 375 toll plazas will get covered by Mar 2019
2. **Litterbins and hoardings** are also being put up
3. **Using waste material** like **fly ash, plastic, oil slag** and **municipal waste** for construction of highways
4. Promotion of **cleaner fuels** as alternative to petrol and diesel

INITIATIVES UNDER SHIPPING MINISTRY

1. **Green Ports** for sustainable development of Ports
2. Development and promotion of **Waterways**
 - ~111 waterways have been declared as **National Waterways**
3. Renovation of **rooms** and **toilets**
4. Cleaning of **wharfs** and **sheds**
5. **Auction** and **disposal** of all **unserviceable items**
6. **Beautification** and **cleaning** of **parks**
7. Regular **training** to staff to generate **awareness**

INITIATIVES UNDER SWACHH RAIL, SWACHH BHARAT

1. **Outsourcing of cleanliness** of all major stations
2. Improving flooring for **mechanized cleaning**
3. **Separate dustbins** for different types of waste
 - Pilot **waste to energy** projects at Jaipur & New Delhi
4. **CCTVs** to monitor cleaning practices
5. Installation of **Bio toilets** in passenger coaches
 - Planned to install bio-toilets in the entire coaching fleet by Mar 2019
 - Experimenting with aircraft-type **Bio-Vacuum Toilets**
6. **Pay and Use toilets** at various stations
7. Introduction of **on-board housekeeping services**
8. **Clean my Coach** and **Coach Mitra** services
9. Development of a **Customer Complaint web/app**
10. **Real time 24x7 public grievance redressal** via social media

MCQ #5

- National Bal Swachhata Mission has been launched by which Ministry?
 - A. Ministry of Women & Child Development
 - B. Ministry of Health
 - C. Ministry of Human Resource & Development
 - D. Ministry of Drinking Water & Sanitation

6. DISCUSS INITIATIVES BY MOPNG FOR CLEAN & GREEN INDIA?

TOWARDS A CLEAN & GREEN INDIA

PETROLEUM

Swachhata: Juggernaut of Change

Dharmendra Pradhan



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

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

INITIATIVES BY MOPNG

1. Making Cooking, Women-friendly

- Under **PM Ujjwala Yojana**, LPG connections to women from underprivileged + SC/ST communities. LPG penetration increased from 54% (2014) to 88% (2018).

2. Improving **Fuel Efficiency**

- BS VI launched in Delhi from Apr 2018 and will be rolled out pan India by Apr 2020.

3. **Separate toilets for men and women** in ~90% of feasible petrol pumps on National & State Highways

INITIATIVES BY MOPNG

4. **Biofuel Policy**

- Approval of National Policy on Biofuels 2018
- Plan to setup 12 second gen bio-refineries capable of generating bio-ethanol from agricultural residue.
- Increase ethanol blending in petrol from 4% to 10%
- Using used cooking oil as feedstock for biodiesel

5. Adoption of **10 Iconic Places** by Oil-Gas OMCs

6. Oil-Gas CPSEs spend **33% of CSR funds** on Swachhata

MCQ #6

- Government has partnered with which of the following organizations for Loo Review Campaign?
 - A. Google
 - B. Bill & Melinda Gates Foundation
 - C. Tata Trusts
 - D. None of the above

7. DISCUSS CLEANLINESS INITIATIVES UNDER HEALTH MINISTRY.

- To make Health Facilities Clean
 1. Kayakalp
 2. Swachh Swasth Sarvatra
- To spur Community Action
 3. VISHWAS



1. KAYAKALP

- Launched in 2015 to complement the efforts of SBM.
- **Aim:** To promote cleanliness, hygiene and infection control practices in **public health facilities**
- **How?**
 - By **incentivizing** and **recognizing** such facilities that show exemplary performance in adhering to standard protocols
 - By **inculcating a culture** of ongoing **assessment** and **peer review** of performance



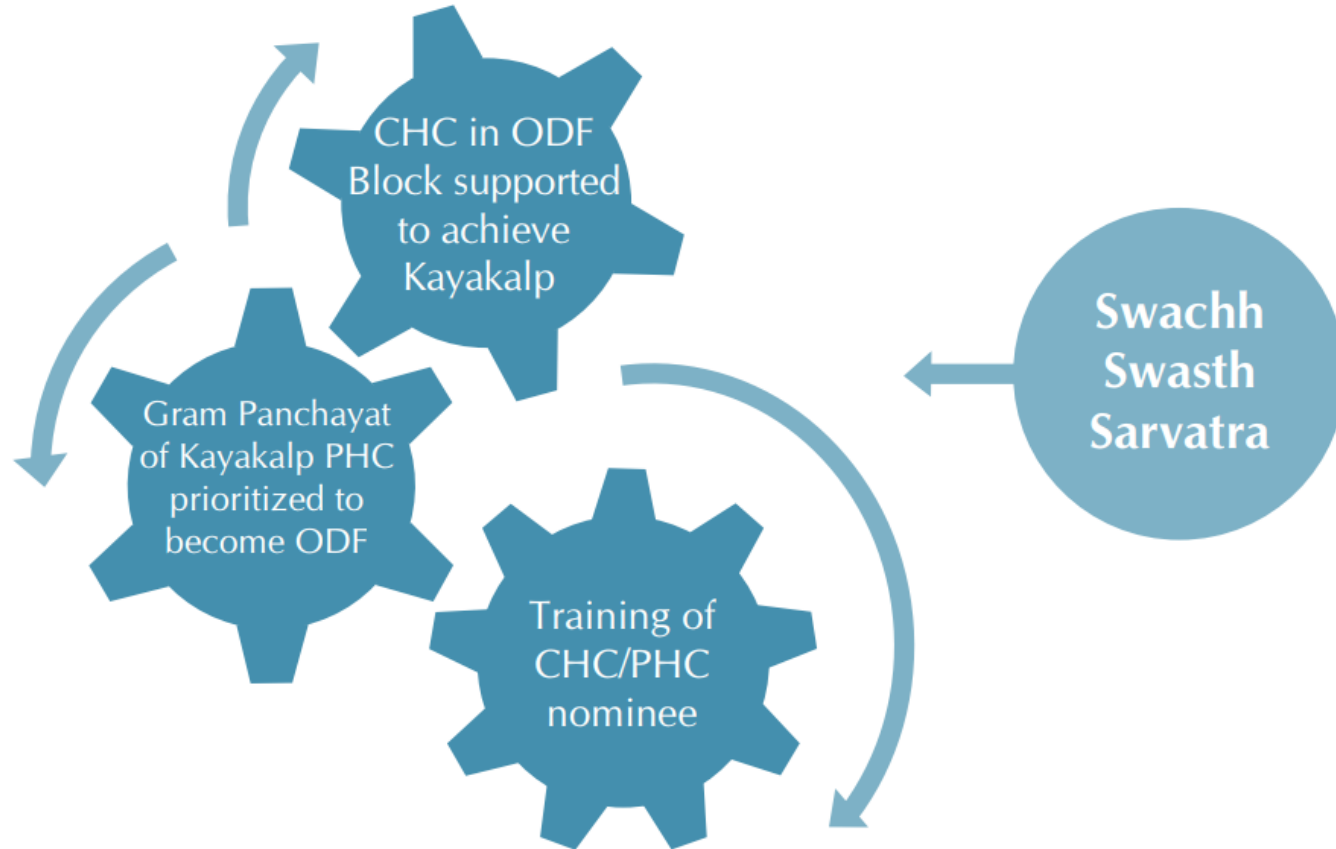
6 THEMES OF KAYAKALP



HOW ARE AWARDS GIVEN?

- After health facilities undertake their own assessment, they work on improvements.
- Subsequently, those showing improvements go through peer assessment followed by external assessment to validate the Kayakalp score.
- Winner facility receives a cash prize with a citation. Certificate and cash prize are given to all facilities scoring more than 70%.

2. SWACHH SWASTH SARVATRA (MOHFW + MODWS)



TO SPUR COMMUNITY ACTION

- Main vehicles on ground:
 - **Village Health Sanitation and Nutrition Committees** (VHSNC) in rural areas (~5.2 Lakh VHSNCs)
 - **Mahila Arogya Samitis** (MAS) (groups of 10 to 20 women each) in urban areas (~74000 MASs)
- Both receive an **untied fund** to carry out activities of **information, education and communication** (IEC).

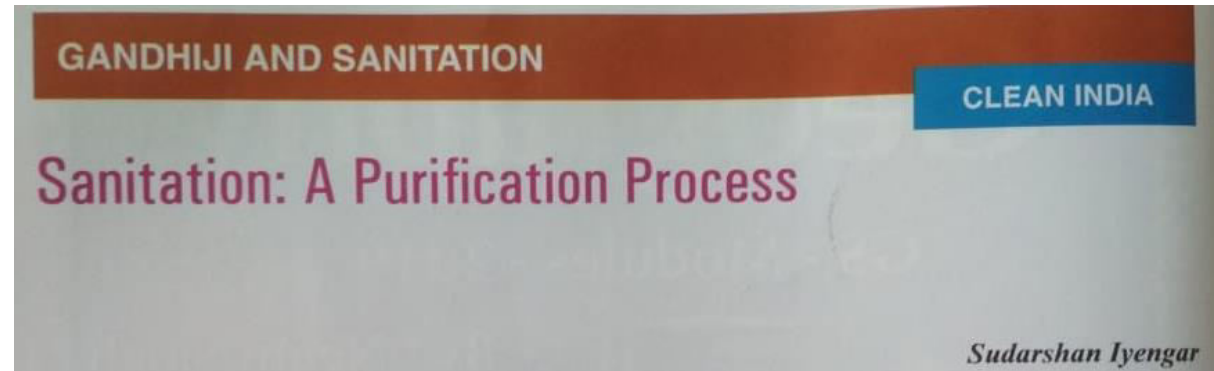
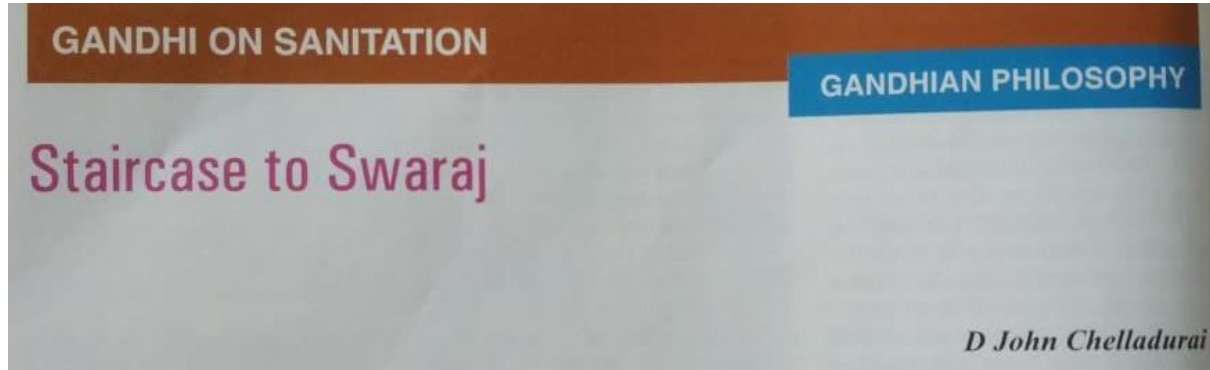
VILLAGE BASED INITIATIVE TO SYNERGISE HEALTH, WATER AND SANITATION

- Under VISHWAS, **11 monthly campaign days** will be organized in every **VHSNC village**.
- Each day is focused on a theme (like, Open Defecation Free (ODF) Day, School and Anganawadi Sanitation day), and aims to build collective action around it.
- VHSNCs will also identify **Swachhta Doots** in their community to get engaged in campaign.
- It will work in close coordination and overall supervision and oversight of **Gram Panchayat**.

MCQ #7

- Which was the first ashram in India organized by Mahatma Gandhi?
 - A. Kochrab Ashram
 - B. Sabarmati Ashram
 - C. Sevagram Ashram
 - D. None of the above

8. HOW WAS SWACHHATA LINKED TO GANDHIJI'S SATYAGRAHA?



OVERALL SUMMARY – IMPORTANCE OF SANITATION

- Better **health outcomes** by effective control of:
 - vector borne diseases
 - parasite infections
 - Nutritional deficiencies
- Better **social and economic development**:
 - UNICEF => In ODF village, each family saves over Rs. 50k annually on account of avoided medical costs, time savings, lives saved.
 - Positive impact on gender equality -> reduced time on household and child care -> increase in the women WFPR

“Swasth, Swastha, Samarth and Samriddh Bharat”

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