

**International Conference – 2025: Developed India @ 2047****Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025****Organised by: IQAC - Gossner College, Ranchi****Policies of Swachh Bharat Abhiyaan in India****Uttam Robert Guria**

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Email: [uttamrobertguria@gmail.com](mailto:uttamrobertguria@gmail.com)**Abstract**

The aim of the paper is to throw light on the “Policies of Swachh Bharat Abhiyaan in India”. Swachh Bharat or Swachh Bharat Abhiyaan is a national level campaign by the Government of India covering 4041 statutory towns to clean the streets, roads and infrastructure of the country. This wide campaign was initiated to eliminate open defecation and improve solid waste management and to create Open Defecation Free (ODF) villages. The comprehensive set of policies implemented under this campaign have significantly impacted various aspects of public health, environmental sustainability and social well-being. A ‘Swachh Bharat Run’ was organized at the Rashtrapati Bhavan on October 2, 2014. According to a statement from the Rashtrapati Bhavan around 1500 people participated and the event was flagged off by President Pranab Mukherjee.

**Keywords:** *Swachh Bharat, ODF, Campaign, Policies, Toilets, Solid Waste, Liquid waste, Mission.*

**Introduction**

Swachh Bharat Abhiyan was announced by Prime Minister of India Narendra Modi on Indian Independence Day and launched on October 2, 2014. On this day, Modi addressed the citizens of India in a public gathering held at Rajghat, New Delhi and asked everyone to join this campaign. Later on, this day, Modi himself swept a parking area at Mandir Marg Police Station followed by pavement in Valmiki Basti, a colony of sanitation workers. The mission aims to cover 1.04 crore households, provide 2.5 lakh community toilets, 2.6 public toilets and a social waste management facility in each town. The program will be implemented over a five year period 4401 towns. The program includes elimination of open defecation, conversion of unsanitary toilets to pour flush toilets, eradication of manual scavenging, municipal solid waste management and bringing about a behavioral change in people regarding healthy sanitation practice. A cleaner environment has indirect economic benefits, as a healthier population is generally more productive. In August 2023 a movie named ‘Panch Kirti’- Five elements based on Swachh Bharat Mission was released in India which featured five stories and is set in Chanderi in Bundelkhand, Madhya Pradesh, has been largely shot in real locations. It was a women-centric film that touches upon several important themes and topics pertaining to women. It also delves into the importance of social movements taking place in India like ‘Swachh Bharat Abhiyan’ and ‘Beti Bachao Beti Padhao Abhiyan’. Swachh India Movement (Urban) aims to free urban India from open defecation and 100 percent scientific management of municipal solid waste in 4000 cities across the country.

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India faces two major challenges- waste generation and management and lack of access to a basic sanitation facility such as a toilet. As per Tata Strategic estimates, India produces 54 million tonnes of solid waste every year and as per UNICEF India, about 564 million people defecate in the open. According to a World Bank study, absence of toilets and conventional sanitation cost the country 6.4 percent of its GDP in 2006. Prior to the Swachh Bharat Abhiyan, programmes such as Total Sanitation Campaign and 'Nirmal Bharat Abhiyan' existed, but were supply driven. As the focus was on the number of toilets constructed, no attention was given to the quality of toilets constructed or bringing about a change in human behaviour. Therefore, some households that started using toilets slipped back to defecating in the open.

Swachh Bharat or Swachh Bharat Abhiyan is a national level campaign by the Government of India covering 4041 statutory towns to clean the streets, roads and infrastructure of the country. The program also aims to increase awareness of menstrual health management. It is a restructured version of the "Nirmal Bharat Abhiyan" which was launched by Congress in 2009 that failed to achieve its intended targets due to rampant corruption and indecisive leadership. Phase 1 of the Swachh Bharat Mission lasted till October 2, 2019 and Phase 2 is being implemented between 2020-2021 and 2024-2025 to help cement the work of Phase 1. Initiated by the Government of India, the mission aimed to achieve an "Open-Defecation Free" (ODF) India by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi through construction of toilets. An estimated 89.9 million toilets were built in the period. The objectives of the first phase of the mission included eradication of manual scavenging, generating awareness and bringing about a behaviour change regarding sanitation practices and augmentation of capacity at the local level. At the same time it aimed to encourage cost-effective and appropriate technologies for ecologically safe and sustainable sanitation, develop community managed sanitation systems focusing on scientific solid and liquid waste management systems for overall cleanliness in rural areas. Phase 1 also aimed to create significant positive impact on gender and promote social inclusion by improving sanitation, especially in marginalized communities. The second phase of the mission aims to sustain the Open Defecation Free status and improve the management of solid and liquid waste, while also working to improve the lives of sanitation workers. The mission is aimed at progressing towards target 6.2 of the Sustainable Development Goals number 6 established by the United Nations in 2015. By achieving the lowest ODF status in 2019, India achieved its Sustainable Development Goal (SDG) 6.2 health target in record time, eleven years ahead of the UN SDG target of 31 December 2030. ODF constitutes households in villages, primary schools, panchayat ghars and Anganwadi centres with access to toilets. It also includes at least five information, education and communication (IEC) messages on specified themes for displaying in the villages. If a village has more than 100 households, it should have a community sanitary complex. Solid waste management includes effective management of solid wastes by at least 80 percent household and public places by management of biodegradable wastes from cattle and

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agricultural activities by individual and community compost pit- an adequate segregation and community system of plastic waste. Liquid waste management includes effective management of liquid waste by atleast 80 percent households and public places and management of greywater generated from kitchen use and bathing, storm water from individual and community soak pits and black water due to overflow from septic tanks. The Swachh Vidyalaya Abhiyan was launched by the Ministry of Human Resource Development under Swachh Bharat Mission. The programme aims to provide separate toilets for boys and girls in all government schools within one year. The ministry financially supports states and union territories to provide toilets for girls and boys in schools. Swachh Bharat Abhiyan aimed to promote cleanliness and hygiene in rural areas also. The campaign's success in rural areas depended on community participation, awareness programs and government initiatives to provide sanitation infrastructure. Ongoing efforts are essential for sustaining cleanliness and improving the overall well-being of rural communities.

**Conclusion**

Swachh Bharat Abhiyan placed a significant emphasis on behavioral change through extensive awareness campaigns. Public participation and awareness were crucial components of the campaign's success. Citizens were actively involved through various programs, ensuring that the message of cleanliness reached every corner of the country. Schools, colleges and community organizations played a pivotal role in spreading awareness about hygiene and sanitation practices, fostering a sense of responsibility among individuals. The Swachh Bharat Abhiyan's policies also had a positive impact on tourism and the economy. Clean and well maintained public spaces attract tourists, contributing to the growth of the tourism sector. The focus on cleanliness and sanitation aligns with global sustainable development goals, positioning India as a responsible and conscientious participant in the international community's efforts towards a cleaner and healthier world. However, challenges remain, and the success of Swachh Bharat Abhiyan is an ongoing process. The sustainability of the initiative requires continued efforts in terms of infrastructure development, policy implementation and community engagement. Adequate maintenance of sanitation facilities and waste management systems is crucial for the long term success of the campaign. In conclusion, Swachh Bharat Abhiyan has been a landmark initiative that has brought about significant positive changes in India's cleanliness and sanitation landscape. The policies implemented under this campaign have addressed critical issues, such as open defecation and improper waste disposal, leading to tangible improvements in public health, the environment and overall quality of life. As the nation continues on this path, it is essential to maintain the momentum through sustained efforts, ensuring that the vision of a Swachh Bharat becomes a permanent reality for generations to come.



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