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Key events through the jan andolan

- **Swachh Shakti** – celebrating women's leadership in SBM (G)
- **Swachhata Hi Seva** (Sep–Oct) – accelerating jan andolan to mobilize communities
- **Satyagraha to Swachhagraha** – 20,000 outstanding swachhagrahis participated in the event
- **Swachh Bharat Internship** – engaging youth in SBM

- Swachh Sundar Shauchalya – taking pride, 1.3 crore toilets decorated in one month
- Swachh Shakti, Kurukshetra
- Swachh Kumbh – over 1 lakh toilets employed
- Swachh Kumbh Swachh Aabhaar – PM washed the feet of sanitation workers in respect
- Swachh Surveykshan Grameen 2018
- Swachh Bharat Summer Internship
- Swachhata Hi Seva – themed plastic waste management
- Swachh Bharat Diwas – dedicating a Swachh Bharat to Mahatma Gandhi



Moving from an ODF India to an ODF Plus India

ODF sustainability

Sustain the gains made under Swachh Bharat Mission – Grameen

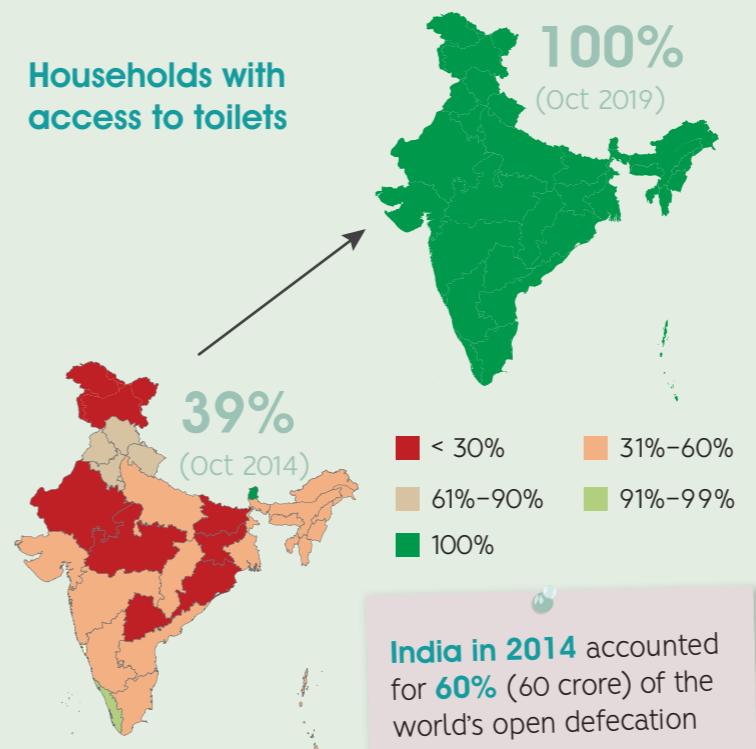
Solid and liquid waste management (SLWM)

- Plastic waste management
- Greywater management
- Fecal sludge management
- Organic waste management (GOBAR-DHAN)

SWACHH BHARAT MISSION (GRAMEEN)

India's unprecedented progress in rural sanitation

Households with access to toilets



At a glance (2014–2019)

Reach	Achievement
Number of people who have changed their behaviours	<input checked="" type="checkbox"/> 60 crore
Number of household latrines constructed since 2 nd October, 2014	<input checked="" type="checkbox"/> 10 crore
Swachhagrahis (grassroots motivators)	<input checked="" type="checkbox"/> 6.5 lakh
Incentive funding released to beneficiaries (INR 12,000 per household) by central and state governments	<input checked="" type="checkbox"/> INR 100,000 crores



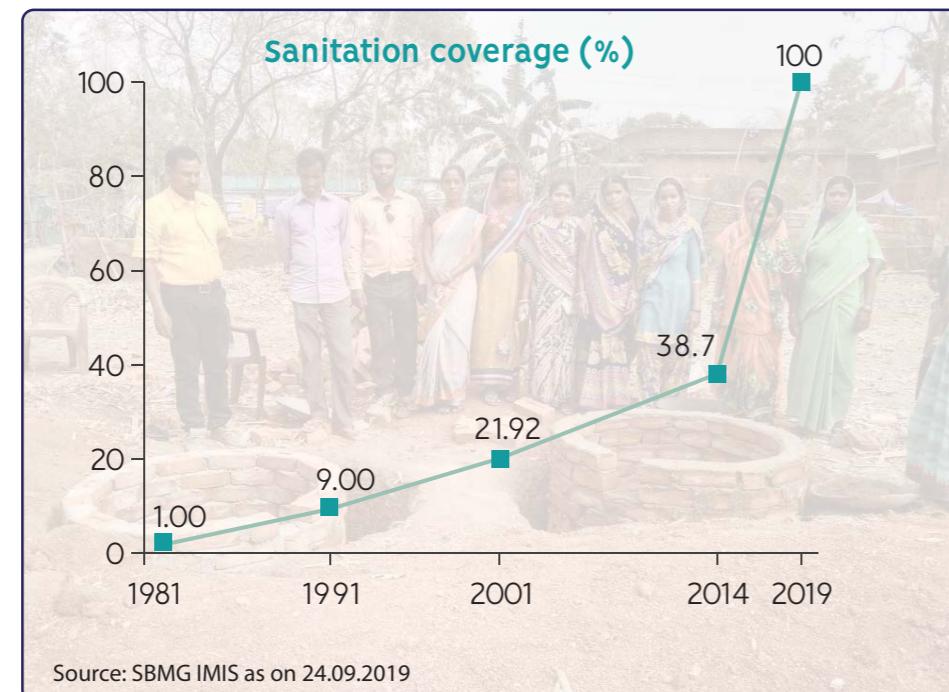
Swachh Bharat Abhiyan is a proof that when 130 crore Indians take a pledge, any challenge can be overcome. This Abhiyan has benefitted the poor and women of the country the most.

– Narendra Modi

About Swachh Bharat Mission

The Swachh Bharat Mission (SBM) was launched on 2 October 2014 by the Hon'ble Prime Minister, Shri Narendra Modi, with the aim of achieving an Open Defecation Free (ODF) India in five years. The target date was set for 2 October 2019 – a befitting tribute to Mahatma Gandhi on his 150th birth anniversary. Widely acknowledged as the world's largest behaviour change programme, the SBM Grameen [SBM(G)] has

achieved its goal in partnership with state governments, district administration, development partners, swachhagrahis, Panchayati Raj Institution (PRI) members and other grassroot functionaries.



Impact of the SBM(G)

SBM saves lives: WHO 2018

2019 (ODF India)
2014 (Launch of SBM)
3 lakh diarrhoeal deaths avoided

SBM improves nutrition and productivity: BMGF 2017

17% higher cases of stunting 58% higher cases of wasting among children in non-ODF areas

Swachhata secures safety and dignity of women: UNICEF 2017



• 96% women feel safer after getting a toilet at home

SBM earns money for the family: UNICEF 2017

INR 50,000 saved every year on average by a household in an ODF village due to health costs avoided

SBM saves the environment: UNICEF 2019

12.70 times less likelihood of groundwater contamination traceable to humans in ODF villages

SBM leverages massive investment in behaviour change: BMGF 2019

Equivalent investment of \$3.7 billion (10 times the actual investment made) leveraged in SBM communication across stakeholders

Sanitation as everyone's business

All Ministries involved

Other departments have earmarked over INR 50,000 crores for sanitation in their respective sectors, e.g.: highways, petrol pumps, railways, schools, hospitals, etc.

Swachh iconic places

- Cleaning of iconic places (30 taken up so far)
- Corporate and private support leveraged for each site

What did the SBM do differently?

Scale
Leveraged the power of 1.3 billion people

Speed
Built a sense of urgency and avoiding drip-drip

Stigma
Targeted age-old beliefs through extensive communication

Sustainability
Ensuring people don't slip back into old habits



Four pillars of India's behavioural transformation



Political leadership

On 15 August 2014, in his first Independence Day address, Hon'ble Prime Minister Shri Narendra Modi placed sanitation at the top of the national development agenda.



Partnerships

To ensure mainstreaming of sanitation in all sectors, the SBM built several strategic partnerships – union ministries, development partners, media, prominent influencers, etc.



Public financing

The Government of India allocated a sanitation budget in excess of INR One lakh crores from 2014 to 2019, one of the world's largest government sanitation budgets.



People's participation

The SBM has transformed from a government programme to a national movement – of the people, by the people and for the people – a true jan andolan. Over 130 crore Indians from diverse sociocultural and economic backgrounds have joined forces for a common cause, and made sanitation everyone's business.

