**Key events through the jan andolan**

- **Swach 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

**2014**
- Launch of SBM by PM

**2015**
- Signing of Sustainable Development Goals at the UN by PM
- Swachh Shakti, Gandhinagar, Gujarat
- PM offers swaramdaan for toilet construction

**2016**
- INDOSAN
-Launch of Zila Swachh Bharat Prerak Programme

**2017**
- Swachh Shakti, Kurukshetra
- Swachh Kumbh – over 1 lakh toilets employed
- Swachh Kumbh Swachh Aabhaar – PM washed the feet of sanitation workers in respect
- Swachh Survekshan Grameen 2019
- Swachh Bharat Summer Internship
- Swachhata Hi Seva – participation by 10 crore people

**2018**
- Satyagraha Se Swachhagraha – mass triggering of Bihar by 20,000 swachhagrahis from across the country
- Swachh Survekshan Grameen 2018
- Swachh Bharat Summer Internship
- Swachhata Hi Seva – participation by 20 crore people
- Mahatma Gandhi International Sanitation Convention

**2019**
- Swachh Sundar Shauchalaya – taking pride, 13 crore toilets decorated in one month
- Swachh Shakti, Kurukshetra
- Swachh Kumbh Swachh Aabhaar – PM washed the feet of sanitation workers in respect
- Swachh Survekshan Grameen 2019
- Swachh Bharat Summer Internship
- Swachhata Hi Seva – themed plastic waste management
- Swachh Bharat Diwas – dedicating a Swachh Bharat to Mahatma Gandhi

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**SWACHH BHARAT MISSION (GRAMEEN)**

India’s unprecedented progress in rural sanitation

**Households with access to toilets**

- **100%** (Oct 2019)
- **39%** (Oct 2014)
- < 30% 31%-60% 61%-90% 91%-99% 100%

India in 2014 accounted for 60% (60 crore) of the world’s open defecation

**At a glance (2014–2019)**

<table>
<thead>
<tr>
<th>Reach</th>
<th>Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people who have changed their behaviours</td>
<td>✔ 60 crore</td>
</tr>
<tr>
<td>Number of household latrines constructed since 2nd October, 2014</td>
<td>✔ 10 crore</td>
</tr>
<tr>
<td>Swachhagrahis (grassroots motivators)</td>
<td>✔ 6.5 lakh</td>
</tr>
<tr>
<td>Incentive funding released to beneficiaries (INR 12,000 per household) by central and state governments</td>
<td>✔ INR 100,000 crores</td>
</tr>
</tbody>
</table>
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 grassroots functionaries.

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.

**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.

**Partnerships**

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

**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.

Impact of the SBM(G)

- **SBM saves lives:** WHO 2018
  - 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

Source: SBM G IMIS as on 24.09.2019