

## Swachh Bharat Mission (Gramin)

### Introduction :

The rural sanitation programme in India was introduced in the year 1954 as a part of the First Five Year Plan of the Government of India. Government of India introduced the Central Rural Sanitation Programme (CRSP) in 1986 primarily with the objective of improving the quality of life of the rural people and also to provide privacy and dignity to women. From 1999, a “demand driven” approach under the “Total Sanitation Campaign” (TSC) emphasized awareness among the rural people and generation of demand for sanitary facilities. Financial incentives were provided to Below Poverty Line (BPL) households for construction and usage of individual household latrines (IHHL) in recognition of their achievements.

### SWACHH BHARAT MISSION (GRAMIN)



**Individual Household Toilets Constructed under SBM(G) and MGNREGS**

- ❖ To generate awareness on sanitation, the first Nirmal Gram Puraskars (NGP) were awarded to recognize the achievements and efforts made at the GP level.

- ❖ The “Nirmal Bharath Abhiyan” (NBA) the successor programme of the TSC, was launched from 1.4.2012. The objective was to accelerate the sanitation coverage in the rural areas. Under NBA, the incentives for IHHLs were enhanced and further focussed support was obtained from MNREGA.
- ❖ To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India launched the Swachh Bharat Mission on 2nd October 2014. Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), aim to achieve Swachh Bharat by 2019. Making Gram Panchayats Open Defecation Free (ODF), clean and sanitized.
- ❖ Goal : to achieve “Swachh Bharat” by 2019.

### **STRATEGY :-**

- ❖ Strategy is to move towards a ‘Swachh Bharat’ by providing flexibility to State governments, as sanitation is a state subject, to decide on their implementation policy and mechanisms, taking into account State specific requirements.
- ❖ To adopt the the Community led and Community Saturation approaches focusing heavily on collective behavior change.
- ❖ An army of ‘foot soldiers’ or ‘Swachhata Doots’ on sanitation could be developed and activated.
- ❖ The provision of incentives for individual household latrine units to the households is available to States.
- ❖ Availability of water in the Village is an important factor for sustaining sanitation facilities created.
- ❖ Rural School Sanitation focusing on separate toilets for girls and boys remains a major intervention which shall be implemented under the programme the Department of School Education.
- ❖ An effective monitoring mechanism shall be put in place for monitoring both – outputs (Toilet Construction) and of Outcomes (Toilet usage) suitably which could inter-alia be in the monitoring of open defecation in the G.P.

Components of SBM(G) :

Start-up Activities :

The start-up activities include

- ❖ Updation of Base line survey Conducting of preliminary survey to access the status of sanitation and hygiene practices.
- ❖ Orientation of key personnel at the Direct/GP level and preparation of District plans.
- ❖ Preparation of State Plan (Programme Implementation Plan – PIP)

#### IEC Activities :

IEC (Information, Education and Communication) is very important component of the programme. IEC shall strive to bring about community-wide behavior change and to trigger the demand for sanitary facilities in the rural areas for households, Schools, Anganwadi, Community Sanitary Complexes and Solid and Liquid Waste Management project (SLWM) through provision of information and awareness generation.

Triggering' or 'Nudging' of Communities for Behavior change leading to usage of toilets leading to an open defecation free environment shall be given priority.

To

strengthen Communication machinery at the village level with participatory social mobilization, guidelines for engagement of Village Level Motivators (Swachhata Doot / Sanitation Messengers) have been issued.



#### Capacity Building :

Capacity building is for building capacities of stakeholders and sanitation workers, the Swachhata Doots/Sena, members of PRIs, VWSCs, functionaries of BPMU, DWSM, ASHA, Anganwadi workers, SHG members, masons, CSOs/NGOs etc. The training is to be on various approaches of IEC promoting Behavioural change including Triggering.

## **Construction of Individual Household Latrines :**

A duly completed household sanitary latrine shall comprise of Toilet Unit including a substructure which is sanitary (that safely confines human feces and eliminates the need of human handling before it is fully decomposed), a super structure, with water facility and hand wash unit for cleaning and hand washing. The Mission aims to ensure that all rural families have access to toilets. There are various models of toilets available based on sanitation technologies like the Twin Pit, Septic tank, Bio toilets amongst others.

The Toilets must have a superstructure acceptable to the beneficiaries.

The incentive amount provided under SBM(G) to Below Poverty Line (BPL)/identified APLs households shall be up to Rs.12,000 for construction of one unit of IHHL and provide for water availability, including for storing for hand washing and cleaning of the toilet.

## **Availability of Sanitation Material through Rural Sanitary Marts, Production Centers, Self Help Groups :**

- ❖ In Many States, good quality sanitary material and hardware are accessible through the market with the private sector.
- ❖ However products like rural pans (which consume less water for flushing and has a greater slope) needs to be produced with better quality and popularized.
- ❖ The Rural Sanitary Mart (RSM) is an outlet dealing with the material, hardware and designs required for the construction of sanitary latrines, soakage and compost pits, vermin-composting washing platforms, certified domestic water filters and other sanitation and hygiene accessories etc.

## **Provision of Revolving Fund in the District :**

- ❖ A Revolving Fund will be available at the district level out of the SBM(G) fund. The Revolving fund may be given to Societies, Self Help Groups or ther groups as decided by the states, whose credit worthiness is established, for providing cheap finance to their members for the constructionof toilets.
- ❖ Loan from this fund should be recovered in 12-18 installments.