

The Study Ofswachh Bharat Mission

Neha Tiwari¹ & Ajay Aanand²

¹Research scholar Department of Geography Siddharth University, Kapilvastu, Siddharth Nagar

²Research scholar Department of Ancient History Archaeology & Culture, Siddharth University, Kapilvastu Siddharth Nagar

Received: 20 September 2025 Accepted & Reviewed: 25 September 2025, Published: 30 September 2025

Abstract

Human development and the eradication of disease depend on having access to basic sanitation of gender inequality and poverty. When used as a general term, sanitation refers to more than just the toilet construction. It consists of actions to change behavior by providing information, Communication and Education (IEC). One of the main initiatives is the Swachh Bharat Mission (SBM), implemented in India since 2014, gave special attention to changing the way that people to encourage proper sanitation habits in rural areas. However, the Indian government observed that even though IEC is crucial to SBM, the behavior does not receive enough attention. change via IEC and that state governments' performance in allocating funds for allotted funds, which had a negative effect on the program's quantity and quality. Children are our future, so if we wish to take action for our own or our children's future, generations, or we wish to take action for them, we must instill those values in our kids that will enable them to assume responsibility without not just for themselves, but also to create a society that is hygienic, attractive, and healthy. Alongside This allows one to live in balance with nature and lead a happy life surroundings.

Key Words: SBM, Cleanliness, Sanitation, Nature, Equality, IEC.

Introduction

India's flagship initiative, the Swachh Bharat Mission (SBM), which has been in place since 2014, placed significant focus on changing rural residents' behaviors to encourage proper sanitation procedures. Consequently, IEC (information, education, and communication) strategies have emerged as an essential part of SBM, as well as initiatives to raise awareness and alter behavior were started right away. Additionally, organizing and carrying out IEC activities efficiently become extremely important to the success of Swachh Bharat. Nevertheless, Goal (2017: 2) observes that "even though IEC is crucial to the Swachh Bharat Mission, States have not focused enough on using IEC to change behavior. It has been discovered that States' expenditure of the allocated IEC funds was subpar. Prime Minister Narendra Modi declared India's Swachh Bharat (Clean India) initiative on October 2, 2014. goals to be accomplished by October 2, 2019, the 150th birthday of India's leader Gandhi's independence movement. Gandhi was a fervent supporter of cleanliness, stating that political independence was not as important as sanitation, and he frequently voiced his opposition to the manual scavenging method that strengthened the "untouchability" caste system. At one point, he wrote: "A perfect village will be built in a way that promotes excellent sanitation. The first issue sanitation issue will be resolved by the village worker."

It is impossible to overstate the magnitude of this problem: in 2014, 111 million rural and roughly 10 million urban households in India lacked a sanitary toilet, and 564 million of them continued to practice open defecation, which accounted for 60% of all open defecation worldwide. The goal was undoubtedly based on the idea that if India could create the atomic bomb, send a mission to Mars, and lead the world in information technology, then why couldn't it? guarantee that every home has and makes use of a basic piece of infrastructure, like a toilet? Indeed, the Prime Minister made the Swachh Bharat Mission (SBM) one of his government's priority policy goals, claiming that a clean India is the very foundation of India's future development successes.

Indeed, the challenge has been met with an equal response. Every stakeholder, from the federal government and development partners to the states and the most remote sectors of society, has united behind the prime

minister's vision. They have raised a substantial amount of government funds, including INR 334 billion (US \$518 million) at the national level and state-level matching funds. Five states have reportedly declared themselves free of open defecation, and 48 million household toilets have reportedly been built in just three years. Plans are in place to start ODF verification surveys in order to validate the statements made by Gram Panchayats that have declared themselves ODF.

Need of Swachh Bharat Mission

The obvious question to pose from the standpoint of development is, "Has the Swachh Bharat Mission had its intended effects on toilet usage and coverage, as well as socioeconomic advantages that are said to result from better hygiene and sanitation? Therefore, the ability to measure is essential. the Swachh Bharat Mission's effects to determine the extent of ongoing policy and It should be given the financial attention it merits and its implementation should be improved for maximum effect. Previous research has demonstrated the economic significance of sanitation and hygiene in India. As well as the implementation costs in India. The World Bank, for instance, calculated the economic consequences of poor sanitation in India in 2006, demonstrating an annual economic impact of A yearly loss of INR 2,180 (US \$48) per person is implied by INR 2.4 trillion (US \$53 billion), or In the same year, 6.4% of the GDP Thus, the expenses of poor sanitation. It is well known that better sanitation will have significant positive effects. However, more thorough research is needed to precisely determine the true costs and socioeconomic benefits to households of implementing the Swachh Bharat program, as these impacts were estimated using a variety of data sources and are now 11 years outdated.

mission three years later. Furthermore, if SBM implementation is to be finished by the 2019 targets, policy makers and implementers need to know more precisely what additional costs and gains are likely. In this regard, the Ministry of Drinking Water and Sanitation requested UNICEF's assistance. To conduct studies in order to answer these questions. Given the predominance of the open defecation challenge is in rural areas, the study focused on SBM (G). Specifically the study sought to

answer:

1. What are the financial and economic advantages of better sanitation for households and communities? and sanitation in rural regions, carried out by the Gramin Swachh Bharat Mission?
2. How much does better sanitation and hygiene cost the family and the community in rural areas? carried out as part of the Gramin Swachh Bharat Mission?
3. How much does better sanitation and hygiene cost in rural areas compared to its benefits?

How long does it take a rural household to recoup the cost of the toilet through savings?

This report describes the methods and data used to answer these questions, and the results of the investigation.

Objective

The goal of the study is to compare the costs and benefits of better sanitation and hygiene measures taken as part of the Swachh Bharat Mission in households and communities using cost-benefit analysis. Both monetary and non-monetary (in-kind) contributions are included in the costs. Three viewpoints are used to present costs and benefits:

1. financial viewpoint of the household, focusing solely on medical expenses.
2. household financial viewpoint in addition to effects on time management and potential or actual efficiency.
3. household economic viewpoint, accounting for above plus the worth of human life preserved.

Implementation of Swachh Bharat Mission

To ensure the success of the Swachh Bharat Abhiyan and a prompt procedure, it is separated into two sections. The Ministry of Drinking Water, Sanitation, and Rural Development is in charge of the rural sector and oversees Swachh Bharat Abhiyan (Rural). At the same time, the Ministry of Urban Development has taken control of the urban sector's Swachh Bharat Abhiyan (Urban). The Ministry of Rural Development, Sanitation, and Drinking Water will Invest approximately Rs 1,34,000 crore in this initiative. whereby the Ministry will

invest Rs. 12,000 for each individual home toilet, and each village will receive Rs. 20 lakh annually to maintain cleanliness management for five years. In 4041 statutory districts, 1.04 crore households are covered by Swachh Bharat Abhiyan (Urban). the nation's cities. Toilets for households will be built in homes where there This section of the plan does not include restrooms. Additionally, in the homes where the building of Community restrooms will be built instead of individual restrooms. Likewise, there are plans to build public restrooms in public areas like parks, bus stops, train stations, etc. Government spending is expected to reach \$62,000. crores under this section. Additionally, the availability of solid waste management has been made in this section as well. Additionally, plans have been made to make urban raising awareness of sanitation by planning cleanliness-related events in schools and universities to educate students about their obligations to cleanliness. Therefore, the government intends to invest a total of Rs 1,96,009 crore in this program. Additionally, approximately 12 crore toilets will be built in rural areas with this funding and the nation's metropolitan areas. The government is doing everything it can to increase consciousness regarding the nation's cleanliness and public image. The Additionally, the government has catered to all of the prominent figures in the social and economic and religious communities to step up and fulfill their part in raising awareness about raising awareness of cleanliness throughout the nation.

SIGNIFICANCE OF THE PROBLEM

Few people will be unaware of the extent of cleanliness and there is a connection between health. Where hygiene standards have been neglected, there begins to decline in health. Numerous illnesses spread because of a lack of cleanliness and whose society and family occasionally bear a very high price cost. Regarding the accessibility of restrooms in India, it is well known that the government's cleanliness program has led to an increase in the number of restrooms. However, toilet usage has not increased as anticipated. Two things are creation and use. distinct things. Progress in toilet usage cannot occur until there is no shift in the way people behave. A change in behavior will also result in a change in habit. Uncleanliness is one of the causes of child fatalities under the age of five worldwide, regardless of other factors. Additionally, approximately 11% of these children are younger than one year old. It is now crucial to pay attention to cleanliness because of these factors. According to certain health and sanitation studies, people in rural India don't think that open defecation can make them sick. In other words, there is no connection between health and open defecation. Because of this mindset, open defecation is not viewed negatively. The condition hasn't changed much in spite of numerous attempts. On the one hand, the largest obstacle to attaining total cleanliness is behavior modification. The removal of waste presents another difficulty. Plastic is the worst and most dangerous material in this waste. The problem of waste has been growing ever since the overuse of plastic began. We ought to embrace the ancient way of life. These kinds of issues did not exist in the past, and if they did, the solutions were highly scientific. which allowed for the appropriate disposal of the waste. As a result, the environment was unharmed.

Conclusion

To sum up, this study has demonstrated the great cost-benefit of the Swachh Bharat Mission (Gramin) from an economic and financial standpoint. Even households with INR 16,000 invested (US\$248) of their personal funds in a restroom and handwashing station will be reimbursed in two years from the savings on medical expenses. The time frame for financial repayment could be shortened because some of the study did not include diseases linked to poor sanitation, such as soil-transmitted infections, Hepatitis A and E,

Enteropathy and helminths. The effects of childhood stunting on long-term health and Additionally excluded from this study were educational outcomes, which would significantly increase the advantages of having a toilet and using it. However, when members of the household fail to use the restroom and they defecate outdoors, the advantages can be significantly diminished, highlighting the significance of enhancing the SBM's behavior change components (G). It should be mentioned that some additional advantages of better sanitation have not been measured and valued in this research, including tourism value, reuse value, and the effects of better management of the impact of feces on water quality. A qualitative evaluation of a few chosen social benefits was conducted by asking the respondents' level of agreement with the toilet-related statements, and these All of the factors were found to be highly significant to households. Hence the financial and economic benefits expressed in monetary terms are likely to be greater than those presented in this study.

Reference

1. Dr. Bindeshwar Pathak, Kalpaz Publication Delhi, Sociology Of Sanitation (2015).
2. Mridula Sinha, Prabhat Prakashan, Swachh Bharat: A Clean India (2016).
3. Parameswaran Iyer, Harper Colines Publishers India, The Swachh Bharat Revolution: Four Pillars Of India's Behavioral Transformation (2019).
4. Ashish Saxena, Kalpaz Publication Delhi, Sociology of Sanitation: Themes and Perspectives (2015).
5. B.K. Nagla, Kalpaz Publication Delhi, Sociology of Sanitation (2015).
6. Mohammad Akram, Kalpaz Publication Delhi, Sociology of Sanitation 2015
7. Hetukar Jha, Gyan Publication House New Delhi, Sanitation in India: A historico-sociological survey (2015).
8. Dr. Bindeshwar Pathak, Motilal Banarsidass Publishers, Road to Freedom: A Sociological Study on the Abolition of Scavenging in India (1991).
9. Jayanti S. Ravi, Penguin Enterprise, Sanity in Sanitation (2019).
10. DR.L. C. De, Pointer Publisher, Modi's Clean India Mission (2019).
11. Kiran Bedi And Pawan Chaudhri, Wisdom Village Publications Division, Swachh Bharat Check List (2015).
12. Philippe Cullet, Sujith Koonan and Lovleen Bhullar, Oxford University Press India, Right to sanitation in India: Critical Perspectives (2018).
13. Dr. Devendra vishwa karma, International research journal of management, IT and social sciences, Swachh Bharat Abhiyan: Clean
14. Dr. Surendra Kumar Tiwari, Indian journal of research, To Study Awareness of A National Mission: Swachh Bharat: Swachh Vidyalaya in the Middle School Student of Private and Public Schools (2014).
15. Dr. pradeep kumar tamboli, Asm's international e-journal on ongoing research in management and IT, role of corporate social responsibility (CSR) in Swachh Bharat Abhiyan (SBA) (2015).
16. Dr. Atul a. Agwan, International research journal of commerce and law (irjcl), corporate social responsibility: a gateway to Swachh Bharat Abhiyan (2014).
17. Kaleeram evne, International journal of creative research thoughts, Swachh Bharat Mission and dalit community development in India (2014).
18. Aparna nayak, Journal of geo science and environment Protection, Clean India (2015).
19. P. venkata subbarao, International journal of academic research, Swachh Bharat: some issues and concerns (2015).