

2) Need of Swachh Bharat Abhiyan

- To eliminate the open defecation in India as well as making available toilets facility to everyone.
- It is needed in India to convert the insanitary toilets into flushing toilets.
- To eradicate the manual scavenging system.
- To implement the proper waste management through the scientific processes, hygienic disposal, reuse, and recycling of the municipal solid wastes.
- To bring behavioural changes among Indian people regarding maintenance of personal hygiene and practice of healthy sanitation methods.
- Create global awareness among common public living in rural areas and link it to the public health.
- To bring private-sector participation to develop sanitary facilities all through the India.
- To make India a clean and green India.
- Necessary to improve the quality of life of people in rural areas.
- To bring sustainable sanitation practices by motivating communities and Panchayat Raj Institutions through the awareness programmes like health education.
- It is to bring the dream of Gandhiji to really come true.

3) Achievements of SBM

- People have started understanding the importance of cleanliness
- It has created awareness among people so they could clean not only their houses but surrounding areas as well
- It has got tremendous response from young generation especially between the age 8-18 years
- It is being supported by corporate's, media and celebrities as well.
- People have started constructing toilets for schools and colleges
- Making functional toilets a compulsory qualification for contesting panchayat elections in Haryana and Rajasthan shows the determination to achieve the dream of clean India
- Launching Bal Swachhata Mission under SBM to inculcate the values of cleanliness and personal hygiene among children
- Making Swachhata Doots to take the message of cleanliness to remote places
- In terms of quantity of toilets constructed, Swachh Vidyalay Abhiyan is a success

4) Concern

- The Swachh Survekshan Report, released recently by the Ministry of Drinking Water and Sanitation, presents statistics claiming to report latrine use; the survey methodology is not credible.

- Lack of data available about the number of people who defecate in open
- Most of the money allocated is going towards latrine construction, and very little towards information, education, and communication (IEC), the headline for behaviour-change activities.
- This is troublesome given the reasons open defecation persists in rural India.
- “Untouchability” plays an important role in explaining open defecation.
- many rural Indians do not want the kinds of latrines promoted by the government
- According to a survey in Delhi NCR and UP most people thought the goal of the SBM was general cleanliness of houses and public spaces. There was little awareness that an important goal of the SBM is to eliminate open defecation
- At its current rate of progress, the SBM is unlikely to achieve the elimination of open defecation.
- Indian open-pit latrines are not as affordable as those built in Bangladesh, say, where less than five per cent of the population defecate in the open.
- A national survey showed that less than half of the toilets built in the Swachh Bharat mission are being used for defecation, but doing duty instead as small granaries or as store rooms.
- social ill of open defecation remains unchecked
- Contributing to corruption since in many cases, funds are being funnelled through village leaders without adequate administrative oversight to see that toilets are actually being built or are functional.
- Many of the toilets for girls in schools are not functional because they are not maintained, are broken or have no water.
- The mission lacks proper accountability and feedback mechanism to assess its success. “Swachh Survekshan” report released by the ministry of Drinking water and sanitation is the only report available.
- A World Bank study estimates that the resulting loss to the Indian economy is 6.4% of the GDP because of poor sanitation.

5) Solution

- information, education, and communication (IEC) would have to be a key part of promoting latrine use in rural India
- Government needs to recast its effort to communicate the benefits of not defecating in the open.
- People should associate themselves with their city i.e. a city identity which will further help in making the cleanliness campaign successful.
- What is needed is participatory governance seeking commitment from the communities and people as well.

- By and large, the maintenance and management of toilets to make them functional has to be looked upon by people and community.
- This can be made possible by bringing changes in social, attitudinal and behavioural aspects of the people.
- Education is going to play a major role in determining the success of sanitation and cleanliness programmes.
- Involving celebrities who have a good social acceptability can further enhance the impact of these programmes.
- Civil society organizations can use folk themes and combine healthy entertainment with a strong social message.
- Youths are the vehicle of change so the special emphasis should be given in targeting of youth
- R&D in bio-toilets and other such technologies

