



The first phase of clean India mission: A step towards new India: With the reference of selected Indian newspapers



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Abstract

Clean India's mission is the world's largest toilet-building and behavioral change initiative. The Mission is the world's largest toilet-building and behavioral change initiative. The media's role is to inform, educate, and entertain; so mass media make nationwide campaigns to open the eyes of poor, backward-class people; and also want to enlighten the open-minded ideas into rigid superstitious people. Most of all third-world countries are facing a big problem of access to safe and healthy sanitation. Media can spread the message of safe and hygienic sanitation for all the citizens. The Clean India movement will fulfill the dream and vision of Mahatma Gandhiji to make a 'Swachha Bharat' for all Indians in a real sense.

Keywords

*open defecation free;
sanitation;
SBM-G;
SBM-U;
Swachha Bharat mission;*

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1 Introduction

Most of all third-world countries are facing a big problem of access to safe and healthy sanitation. From 2014 to 2018, India fought to remove the open defecation system from rural life, as well as urban livelihood. Mass media has a great role in spreading the message of sanitation to everyone. Media's role is to inform, to educate and to entertain; so media in various forms (as news headlines, advertisements, and documentary films) make nationwide campaigns to open the eyes of poor, backward-class people; and also want to enlighten the open-minded ideas into rigid superstitious people. In many interior and backward areas in India, people believe that bathrooms, washrooms, and sanitation systems never co-exist with their bedrooms, common rooms, or even with their yards. So open defecation system is very popular; and they made it a rigid system for their family, wives, daughters, and children. They thought, no one could break that 'parampara' or tradition at any cost.

Man cannot live by bread only. We need some refreshment and a healthy lifestyle to live a peaceful life. With good food, clothing, and shelter; a hygienic and clean sanitation system is also needed for every human being. And that is the key factor of the Clean India mission. Business Standard reported (12th March, 2015) that, former president of India Pranab Mukherjee said, Mahatma Gandhiji's clean India dream is also ours. He also said that this vision will guide people to have a clean green and self-sufficient Bharat. The president said that, according to Gandhiji, cleanliness has three dimensions-clean mind, clean body, and clean surroundings. He said, a strategy to achieve a clean state, would comprise engaging reduction of waste processing.

Clean India's mission is the world's largest toilet-building and behavioral change initiative. The movement aims to open a defecation-free sanitation system in India. Open defecation is one of the main causes of health risks as well as a cause of child mortality. So, the United Nations wants that practice should be removed by 2030 (Alagan & Aladuwaka, 2018; Kaza et al., 2018; Nüsser, 2014; Goyal et al., 2017).

In the year 2014, among the world's open defecation; sixty percent were from India. The government of India claims, that this number will be reduced under the Clean India mission program. At first, the campaign was launched as a people's movement to abolish the system of open defecation. The report of the central government said that fewer than four in ten rural Indian households owned a toilet. The mission determined that, at the end of the program (2nd October 2019, Gandhiji's 150th birthday); the mission will achieve its target to reach the 'hundred percent open defecation free India' and 'hundred percent sanitation coverage for all'. The mission aims to build and construct at least twelve crore toilets across rural and urban households. Open defecation is broadly defined by the absence of visible feces in the environment. The reality is that, in 2nd October 2019, the picture was totally changed. Official reports said that a cent percent of toilets have been made during five years of the Clean India movement.

That historical movement highlighted the superstitions, old myths, and misconceptions about building toilets with each and every house. Famous public figures and celebrities are engaged to promote the theme of clean India. For clean cities, we should have good drainage systems, good public transport good infrastructure and clean roads. But one issue that all we forget is that to have smart cities, we must have people who are aware of their duties. If, we have the civic sense, many problems related to our environment, civic amenities, and health would not arise. We always think that keeping our surroundings clean is the job of the government/municipal authorities and we do not have any role in that.

A civic sense should be imbibed in children at a formative age so that they will grow up to be citizens who are not only aware of their rights but will also discharge their duties. Spitting on roads, and littering in public places, should be discouraged not by coercive methods but by educating the public. Many Indians believe that it is all right if we, keep our houses clean by throwing litter on the road. This mentality should change. One of the main causes of various diseases in cities is the open filth that is accumulated due to the careless throwing of litter by the people. Let the people change their mentality, and half of the tasks of smart cities/clean cities will be executed (Ghosh, 2016; Hutton et al., 2020; Basu & Punjabi, 2020; Mani & Singh, 2016).

Trained grassroots-level volunteers are called swachhagrahis. Ambassadors of Swachha Bharat Aviyan (famous cricket players, film actors, and politicians) have also played an important role in campaigning and monitoring in open defecation-free system. They circulated the message through media to build toilets in every home. A report of the central government (sept, 2021) has stated that over 12 crore school children,

6.25 lakh swachhagrahis, 2.5 lakh sarpanches, millions of citizens, and around 50 brand ambassadors were members of that Swachhagrahi team.

The program was implemented by the state governments, with support from the Ministry of Drinking Water and Sanitation and the Ministry of Housing and Urban Affairs. Social and behavioral change communication has been a large feature of the program, with a number of nationwide campaigns in traditional media as well as on social media. The movement is widely seen as a success. The Bill & Melissa Gate Foundation felt it made India's Prime Minister Narendra Modi worthy of its Global Goals Award. According to a study commissioned by the Gates Foundation, the program seems to not only have led to a large number of toilets being built but to people actually using them (Thakur et al., 2018; Krishnan, 2019; O'Reilly & Louis, 2014; Leong, 2020).

Gandhiji's view on clean India mission

Mahatma Gandhiji has advocated and shared his thoughts on various developmental issues of our society, as well as our nation. Gandhiji believed that sanitation is more important than political freedom. In the journal Harijan, he reflects on his thoughts of an ideal village. He wrote that an ideal village will be as constructed as it lends itself to perfect sanitation. Gandhiji said that the most important part of a house or a workplace is the lavatory, which must be kept clean at all times, to ensure freedom from diseases. In his weekly newspaper Navajivan, Gandhiji wrote that a lavatory must be as clean as the drawing room. He also said that dirty open spaces, narrow lanes, with no ventilation, and unhygienic urinals, and lavatories led to the spread of diseases in human beings.

He strongly advocates that each one of us needs to take responsibility of our surroundings and keep them clean by using our own hands. He also suggested the method of safe disposal of safe excreta, to ensure that flies and insects are not able to spread diseases. The Clean India movement will fulfill the dream and vision of Mahatma Gandhiji to make a Swachha Bharat for all Indians in a real sense. So in the initiatives taken by the Central Government; every habitant of India has the responsibility to ensure a clean society, open defecation-free society, and have the duty to get involved in that noble work. Clean India's mission is actually a great social reform movement. This is the time to give tribute to Gandhiji, who was a pioneer of the Clean India movement.

Objective

The study wants to make an overview of the Clean India mission and its implications for making a clean and open-defecation-free India.

Literature review

- In the International Journal of Advance Research In Science And Engineering (IJARSE, Vol. No.4, Special Issue (01), March 2015 ISSN-2319-8354(E)) Dr. ShailjaBadra, Vivek Sharma in their article, Management Lessons From Swachh Bharat Mission)wrote The world order is rapidly changing. Now India is a centre for development. Cleanliness is the stark reality that the nation cannot ignore any further. Clean initiatives are often seen as a Western way of life. It is therefore important to study the ancient Indian tradition to see that it was considered next to Godliness. The change happened over the last thousand years when subsequent rulers left the country reeling under poverty, overpopulation, and lack of proper hygiene. It is set to provide the much-needed acceleration to become a developed nation by 2025. In a world where boundaries get blurred with technological advancement, the perception of India as a nation committed to cleanliness has to find a substantial number of takers. The reality check shall happen in 2019 when the campaign ends. The issues of good governance and the welfare of the people are linked to this clean drive. The objectives of their study were, to understand the managerial implications of the Swachh Bharat Campaign; to find the current level of respondent participation in the cleanliness initiative; and to suggest measures that increase participation & effectiveness of the Swachh Bharat drive. Qualitative as well as quantitative method of data collection was used. Analysis was done using a structured Questionnaire method to conclude the paper.

- Pradhan (2017), in his article entitled (In the Journal of Content, Community & Communication (Amity School of Communication, Vol. 5 Year 3, June - 2017 [ISSN: 2395-7514 (Print)]) that, India generates close to 60 million tonnes of garbage every day and of this, around 45 to 50 million tonnes is left untreated. The metros themselves generate 10 million tonnes of waste daily. By 2040, urban India alone would be generating close to 170 million tonnes of garbage daily. The main objectives of this study are: To quantify the coverage of SBA in the selected newspapers; To analyze the space provided to the SBA in two English and two Hindi dailies; To understand the SBA impact on public perception on cleaner environment; To analyze the newspaper updates on the status of health and hygiene in Aligarh; To find out whether public attitude towards cleaner environment has been affected.

2 Materials and Methods

Government's strategy

To achieve the goals of the Swachh Bharat Mission, the Government outlined a three-point strategy

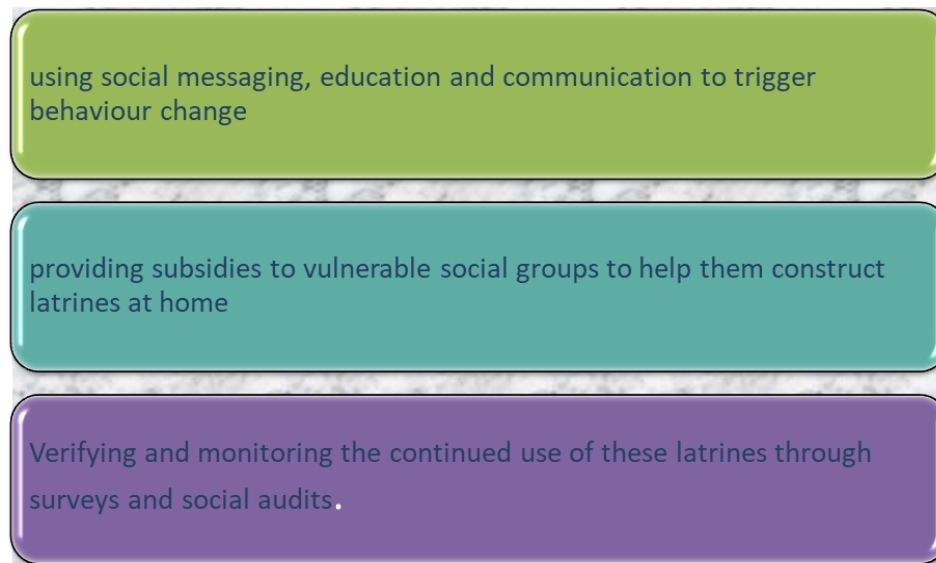


Figure 1. Government's strategy

The Mission has two components

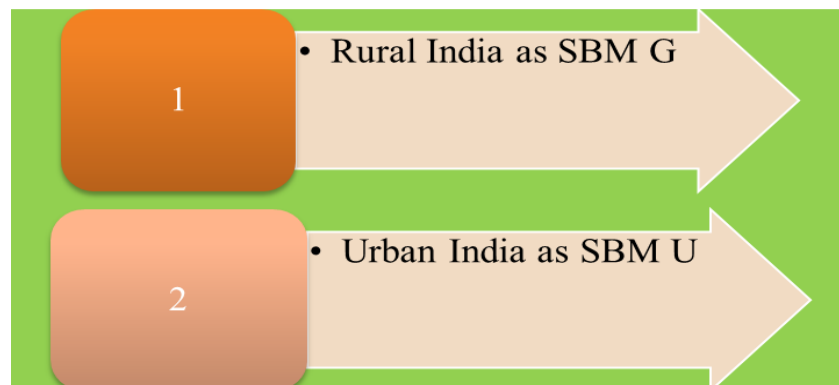


Figure 2. Two components of the mission
(SBM = Swachha Bharat Mission, G=Gramin/rural, U=Urban)

The rural component is supervised by the Ministry of Drinking Water and Sanitation, and the urban one is overseen by the Ministry of Housing Affairs. The Mission's objectives also include creating sustainable solid and liquid waste management systems, promoting social inclusion by improving sanitation for women and marginalized communities and eradicating manual scavenging. In its National Annual Rural Sanitation Survey 2017-18 (NARSS), the government claimed 77% of rural households had access to toilets, of which 93.4% used them regularly. It also claimed that 95.6% of the surveyed villages that had been declared ODF were indeed free of open defecation. In urban areas, the government's target was to build 67 lakh urban toilets by October 2019. It claims it has already built 60 lakh household toilets and 4 lakh community toilets by October 2018.

Budgetary allocation on Swachha Bharat Mission

The toilet coverage in villages has jumped from only 38.7 percent in October 2014, when the Swachh Bharat Mission was launched, to 98.5 percent at the end of 2018, according to government data. When Finance Minister Arun Jaitley while presenting his first budget in 2014 announced the Swachh Bharat Mission and said that the government intended to cover every household with total sanitation by the year 2019, the 150th year of the Birth anniversary of Mahatma Gandhi, few could believe it would turn into reality. Presenting the Budget 2015-16, Former Minister Jaitley informed that 50 lakh toilets were already constructed in 2014-15. He proposed a 100% deduction for contributions, other than by way of CSR contributions, to the Swachh Bharat Kosh. He also made an enabling provision to empower the Central government to impose a Swachh Bharat Cess on all or certain taxable services at a rate of 2%.

Jaitley announced the allocation of Rs 9,000 crore for Swachh Bharat Mission in Budget 2016-17. The revised estimate for 2016-17 was Rs 12800. In Budget 2017-18, Swachh Bharat Mission got Rs 16,248. Jaitley informed that sanitation coverage in rural India had gone up from 42 percent in October 2014 to about 60 percent. While presenting Budget 2018-19, Jaitley said the government had already constructed more than six crore toilets and the government was planning to construct around 2 crore more toilets. Total budgetary support for the Swachh Bharat Mission was Rs 15,343 crore.

3 Results and Discussions

Analysis and interpretation of data

Table 1
SBM-G

Category of SBM	Budget allocations (in INR billion)				
	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2017-18
SBM - G	28.5	65.25	105	169.48	153.43

Source: Central Government of India

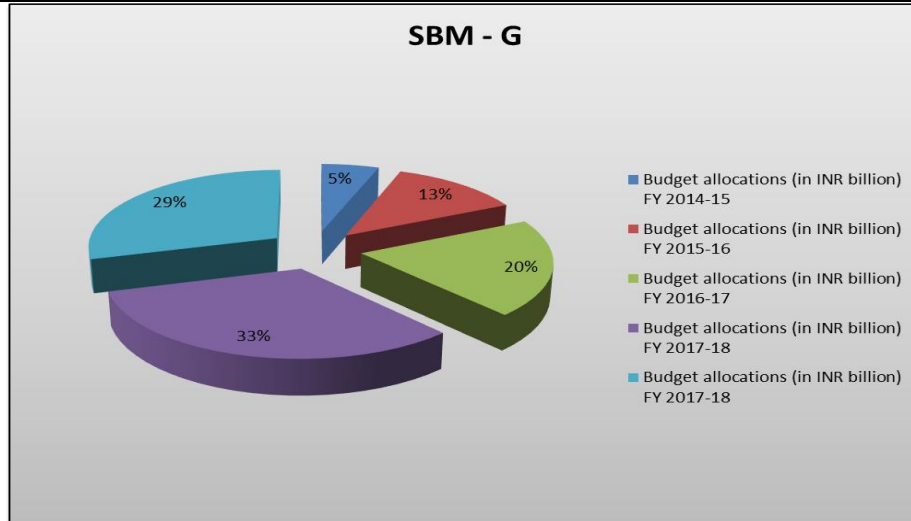


Figure 3. Diagram SBM-G (Fy denotes financial year)

According to the above graph, the SBM-G budgetary allocation provides a fitted financial allocation for the fulfillment of the objective of the mission.

Table 2
SBM-U

Category of SBM	Budget allocations (in INR billion)				
	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2017-18
SBM - U	16.91	10	23	23	25

Source- Central Government of India

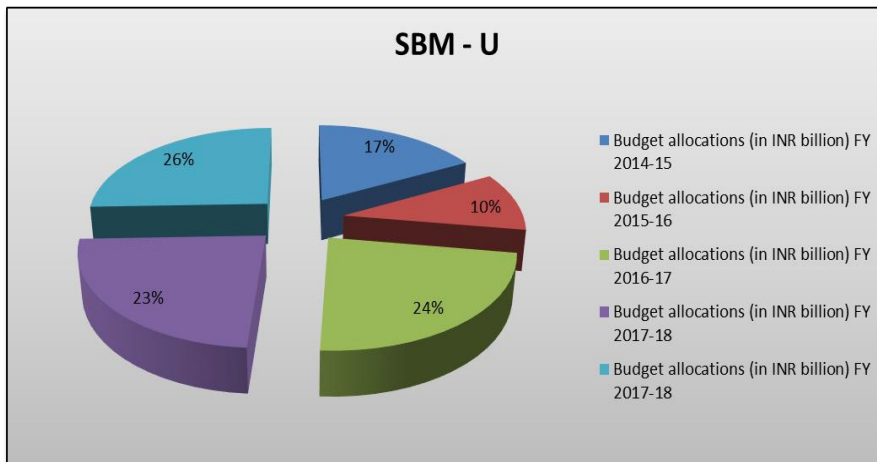


Figure 4. Diagram SBM-U

According to the above graph, the SBM-U budgetary allocation provides a fitted financial allocation for the fulfillment of the objective of the mission.

Table 3
No. of Toilets

year	No. of Toilets (in crore)
2014-15	0.49
2015-16	1.75
2016-17	3.93
2017-18	6.9

Source: Central Government of India

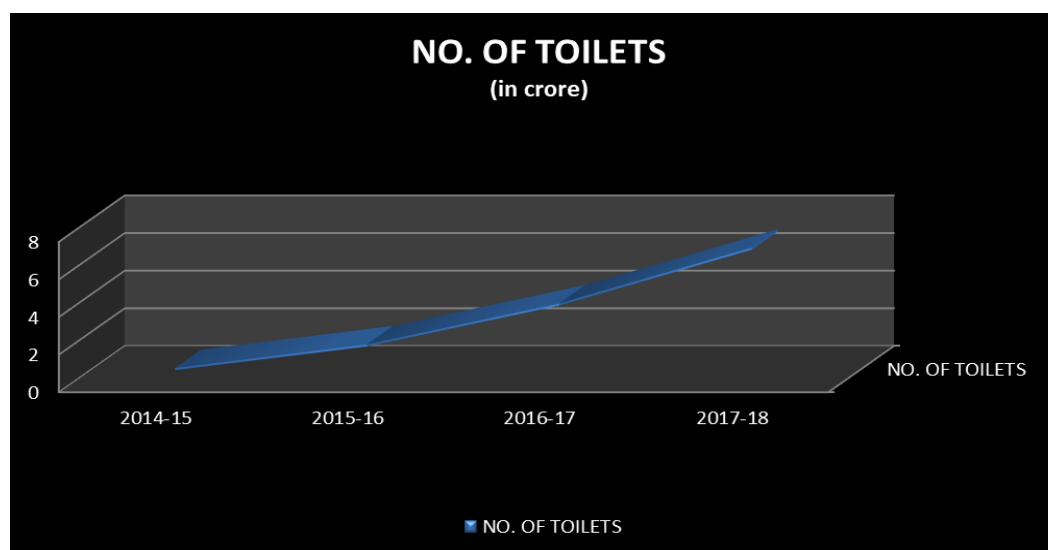


Figure 5. Diagram No. of Toilets

According to the above Diagram, it will provide an inclining trend for the fulfillment of the objective of SBM. Swachhata Samachar (vol 2, issue 1, August 22) reported that Women Self Help Groups are taking charge of O&M of Community Sanitary Complexes in Siddharthnagar, Uttar Pradesh, and trying to move towards the making of its villages ODF Plus. The district administration of Siddharthnagar in Uttar Pradesh has taken the initiative to construct 809 Community Sanitary Complexes (CSCs) to cater to the needs of the floating and migrant population as well as households that do not have individual household toilets owing to lack of space (Kouassi et al., 2023; O'Reilly, 2018; Lestari et al., 2016; Nangbe, 2018).

Renewable municipal energy capacity in India-from 2010-2019

Clean India mission's prime objectives are scientific management of all Municipal Solid Waste (MSW) and change in the behavior of rural and urban people. Since the initiation of this project, the use of clean toilets has increased among rural and urban people. A positive mental change is being noticed. As a result, the speed of municipal solid waste management has increased.

Table 4
Capacity in megawatts

year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Capacity in megawatts	69	83	94	105	124	137	139	146	159	165

Source: Statista.com

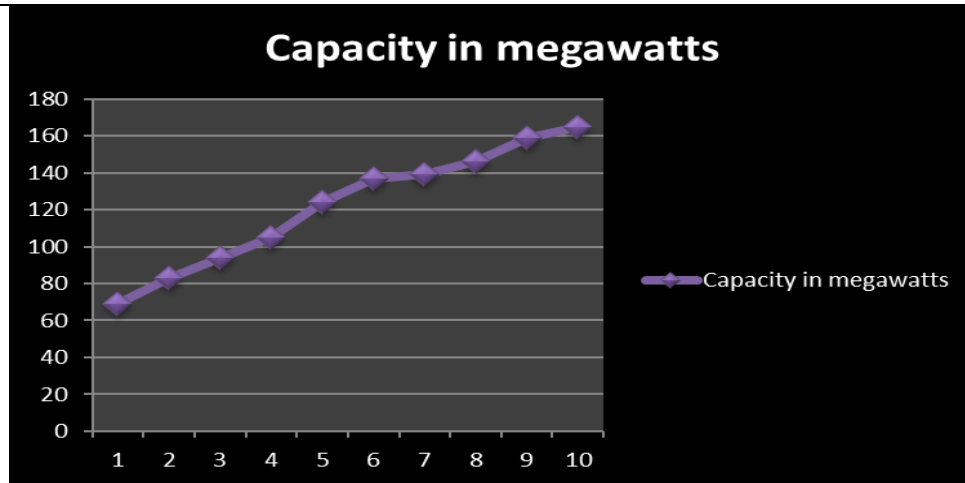


Figure 6. Capacity in megawatts

The renewable municipal waste capacity in India was approximately 153 megawatts in 2018, up from a total of 165 megawatts in 2019. From 2010 to 2019, the report shows that renewable energy capacity (from renewable waste) increased from 69 MW in 2010 to 165 MW in 2019. The Country saw a linear increase in the municipal waste capacity over the years.

4 Conclusion

Various important Headlines by selected English newspapers on the Clean India Mission (2014 to 2019)

Table 5
English newspapers on the Clean India Mission (2014 to 2019)

Sl.NO	Name of the Newspaper	Published on	Headlines
1	The Business Standard	September 24, 2014	<i>Restructuring of the Nirmal Bharat Abhiyan into Swachh Bharat Mission</i>
2	The Business Standard	October 2, 2014	<i>Launch of the "Swachhta Udyami Yojna - Swachhta Se Sampannta ki Aur" by Minister of State, Social Justice and Empowerment</i>
3	The Economic times	October 2, 2014	<i>Launch of Swachh Bharat Mission</i>
4	The Hindu	October 25, 2014	<i>Modi lauds media role in Swachh Bharat campaign</i>
5	The Business Standard	June 24, 2015	<i>CMS' sub-group may submit report on Swachh Bharat Abhiyaan by Aug 15</i>
6	The Business Standard	June 27, 2015	<i>MHA observes Swachh Bharat Abhiyan PM's Varanasi ranks 418 among 476 cities on Swachhata: Congress</i>
7	The Economic times	Feb 21, 2016	<i>P.M Narendra Modi lauds 104-yr-old woman who sold her goats to build toilet</i>
8	The Economic Times	April 3, 2016	<i>Ministries asked to draw action plan for Clean India Mission</i>
9	The Economic Times	July 9, 2016	<i>Civil service officers are competing to build toilets as part of Clean India Mission</i>
10	The Economic times	Nov 15, 2016	<i>Group of Secretaries to report on States slow to</i>

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			<i>release Swachha Bharat Funds</i>
11	The Economic Times	March 31, 2017	<i>Income tax department contributes Rs 52 lakh to Clean India mission</i>
12	The Hindustan times	July 31, 2017	<i>Govt revises methodology for Clean India's Swachh Survekshan for better results</i>
13	The Business Standard	August 1, 2017	<i>Swachh Bharat survey 2018: Negative marks for false claims under new rules</i>
14	The Business Standard	SEPT 18, 2017	<i>Swachh Bharat Abhiyan meeting targets: Govt</i>
15	The Economic times	Oct2, 2017	<i>Government announces swachhata Awards</i>
16	The Business Standard	Oct2,2017	<i>3 years of Swachh Bharat: States may be inflating number of toilets built</i>
17	The Economic times	February 10, 2018,	<i>Swachh Bharat Mission is a movement to change people's behaviour</i>
18	The Economic times	June 5, 2018	<i>Swachh Bharat Abhiyan: Where progress on paper hits quicksand of ground reality</i>
19	The Economic times	Jun 08, 2018,	<i>Sanitation coverage in rural India under Swachh Bharat rises to 85%</i>
20	The Business Standard	Oct 2,2018	<i>Towards a clean India India well on track to achieve ODF status by next Oct</i>
21	The Economic times	Jan 14, 2019	<i>Financing clean India: Swachh Bharat through the budgets</i>
22	The Business Standard	September 29, 2019	<i>What corporate leaders can learn from the Swachh Bharat Mission</i>
23	The Business Standard	Nov 14, 2019	<i>Govt's clean diktat to airlines: Promote Swachh Bharat, get flying rights</i>
24	The Business Standard	NOV 25, 2019	<i>Rural India open defecation free? Not quite, shows NSO survey report</i>

The Prime Minister of India, praised the media for highlighting the importance of the Clean India campaign, particularly the lack of sanitation, as this was hurting India's image abroad and spreading disease in the country. Striking a friendly note, Mr. Modi said he was "obliged" that journalists had turned their "pens into brooms" and were contributing collectively to a national cause, which in any case was not the job of the government alone. "Clean India is a precursor to a healthy India. Lack of sanitation not only hurts India's image abroad but also breeds diseases. More important than healthcare is preventive health," he said. He did convey that he wanted to deepen and expand his earlier relationship with the media.

Business Standard Published on October 02, 2018, the news with the headline, "Towards a clean India". The report states, "With reference to 'Creating a shared vision for a clean India' (October 2, Prime Minister Narendra Modi should be appreciated for making cleanliness a national issue." Swachh Bharat Mission announced by Prime Minister Narendra Modi is to make reality to the dream of a new clean India. He wished to make India a completely open defecation-free (ODF) country, where people can live their lives with dignity. Over 10 crore toilets have been built in the country since the launch of the program on October 2, 2014. Once it was a luxury to build a toilet in their homes, now it is a necessity to them. A huge behavioral change can be seen in rural as well as urban peoples' attitudes towards their art of living.

Two independent surveys conducted in the past by the Quality Council of India in 2017, and the National Sample Survey Organization in 2016, had pegged the usage of these toilets at 91 percent and 95 percent respectively. According to the National Statistical Office (NSO) report, the heading, "Drinking Water, Sanitation, Hygiene and Housing Condition in India", around 71.3 percent of rural households and 96.2 percent of urban households had access to toilets in 2018. The survey was conducted between July and December 2017.

According to the survey, a household has access to a toilet if a majority of its members has the facility to use it. This included toilets exclusively used by households, commonly used in the same building, or public-use toilets with or without payment. According to the data submitted by then Minister of State for Drinking

Water and Sanitation Ramesh Chandappa Jigajinagi in the Rajya Sabha on December 24, 2017, rural Uttar Pradesh had 100 percent of households with toilet access.

The government's ambitious Swachh Bharat Mission has resulted in annual benefits to the tune of more than Rs 53,000 (727 US dollars) per household in rural India, including reduced diarrhoea incidence and sanitation access time savings, according to an international study. The Ministry of Drinking Water and Sanitation said in 2018, that, Sanitation coverage in rural India, under the Swachh Bharat Mission, is the "largest behavior change program" in the world, has now risen to 85 percent. A statement issued by the ministry said that through mobilization of rural communities, 7.4 crore toilets were built across rural India, and as an outcome, over 3.8 lakh villages and 391 districts were declared Open Defecation Free (ODF).

The ministry said that a survey (2018) conducted by an independent verification agency across 90,000 households in over 6,000 villages has found the usage of toilets in rural India to be at 93.4 percent. The 2018 survey is also being expanded to cover 40 crore people in 4,041 cities and towns from 431 cities in 2017. "Focusing on enforcement, the 2018 survey will quantify and reward the outcomes of notifications issued by state and city governments regarding collection of user charges, sale and marketing of compost, linking of biometric attendance to payroll of sanitation staff, etc," said housing secretary DS Mishra. The 4041 cities will be ranked on 71 sanitation-related parameters such as collection, transportation, and disposal of garbage, construction of toilets linked to water supply, collection of user charges, sweeping, etc.

"The total survey score has been doubled to 4,000 marks to avoid crowding of cities with very marginal differences in scores that happened in the previous survey when the total marks was 2,000," said another official. According to the Bill and Melinda Gates Foundation, (September 19, 2019) Swachh Bharat Mission can serve as a model for other countries around the world that need to improve access to sanitation for people from disadvantaged sections. Swachh Bharat Mission, India's Cleanliness Mission Helped Millions Live with Dignity and Honour.

Prime Minister Narendra Modi's Swachh Bharat mission has been successful in increasing the coverage of safely managed toilets and led to a decline in open defecation among rural households. A significant reduction in open defecation is observed among households that already had toilets, however, the effect was less pronounced among households without toilets, which were also the primary targets of the program, revealed a research report by the World Bank. In an interesting finding, it also said that the government's program had a positive impact on raising awareness of the importance of handwashing among adults and school-going children, where the program's impact on raising awareness of handwashing among adults appears to be strongest among households with access to toilets.

October 4, 2017, Hindustan Times report says that in 2014, the central allocation for solid waste management was 7424 crores. In the same year, 4860 crores were allocated for the construction of family and community toilets. But this picture changed in 2017. between 2014 and 2017 there is a big difference in central allocation. According to government reports, where 2190 crores were allocated for toilet construction, only 1465 crores were allocated for SWM projects.

News coverage by Mass media played an important role in taking the Clean India mission to fulfill its objective. Social media Campaigns also enhance the dream of achieving a huge reduction in open defecation system. Every rural citizen now is ready to access their own toilets. Not only that, there is a great impact on expanding the coverage of safely managed facilities as well as access. Clean India mission is one of the famous movements of human rights, because of its theme and as well as mass involvement in that social revolution. Mass media is a strong weapon for Central Government, in that social movement to get hygienic sanitation for everyone.

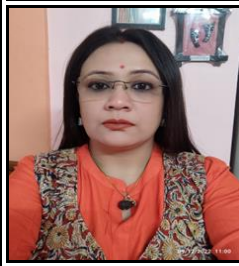
The Swachh Bharat Mission project has helped 100 million rural families and 500 million residents across 630,000 villages in India to build and access toilets. Swachh Bharat Mission has now become an important example for the whole of South East Asia! Earlier, even having a bathroom in a village house was against social norms, now that toilet has become a part of the social institution built by the government grant in every house.

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