

Cleanliness, Sanitation And Waste Management - A National Movement

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Abstract-The Swachh Bharat Abhiyan (SBA) also known as the Swachh Bharat Mission (SBM) aims at creating a clean India (both urban and rural) and has been instrumental in promoting better waste management and sanitation in the country. The program has generated awareness regarding need for: a) waste segregation and management, b) toilet construction to curb the evil of open defecation and c) good hygiene and sanitation in schools through various sensitization programmes and cleanliness drives. The present paper attempts to understand the role of Swachh Bharat Abhiyan in generating 'cleanliness consciousness' and making swachhta a national movement. The data has been generated through analysis of reports on Swachh Bharat Mission obtained through print and online media. The findings reveal that cleanliness drives have received a major boost in the country by making people view it as a national responsibility through their participation in SBM. The findings have been categorized under the following main themes: 1) cleanliness and nation: Promotion of sanitation, cleanliness and hygiene at the national level as a mass movement among citizens; 2) cleanliness and waste management: Launch of various initiatives to support waste management and segregation; 3) cleanliness and hygiene: construction of separate toilets in homes 4) cleanliness and health: Addressing health issues by supporting cleanliness 5) cleanliness in schools: Addressing issues of clean toilets and drinking water availability in schools.

Index terms-cleanliness, hygiene, nation, sanitation, waste management

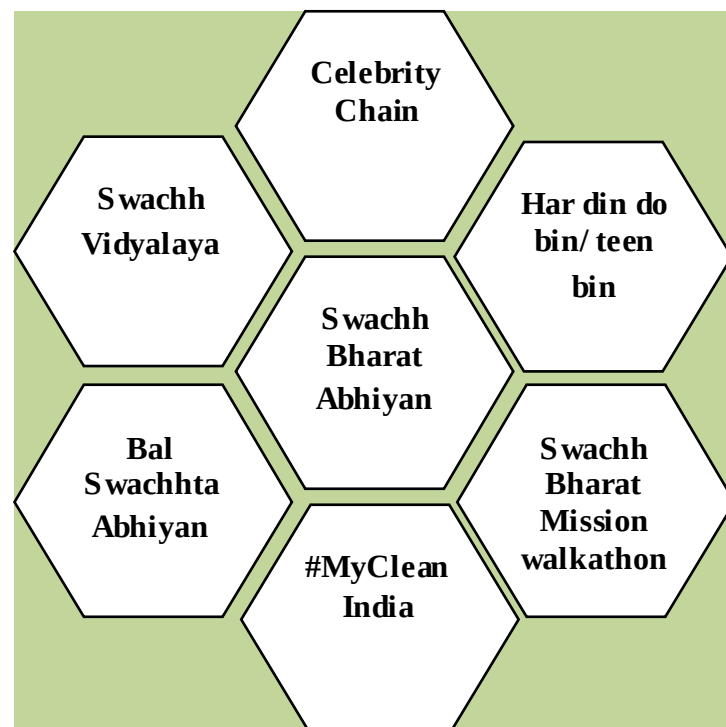
I. INTRODUCTION

The Swachh Bharat Abhiyan (SBA) also popularly known as the Swachh Bharat Mission (SBM) is a mass movement (*Jan Andolan*) in cleanliness, sanitation and hygiene. It was launched by the honorable Prime Minister of India Sri Narendra Modi on October 2nd, 2014 on the occasion of the 150th celebration of Gandhi Jayanti. The major objective of the mission is creating the vision of 'Clean India' and generating a national 'cleanliness consciousness' by promoting cleanliness (*swachhta*) and sanitation at the national level. The major objectives of SBM are: i) open defecation-free (ODF) across rural and urban houses through access to clean toilets for individual households ii) better solid waste management and segregation iii) maintenance of hygiene and sanitation in schools iv) sensitization of Indian citizens towards promotion of cleanliness and hygiene through school and college level competitions, camps, cleanliness drives, national marathon, television talk shows and radio broadcasts.

Previous sanitation and cleanliness programs (Alisha, 2018):

- ❖ Comprehensive Rural Sanitation Program
- ❖ Total Sanitation Campaign (TSC, April, 2000)
- ❖ Nirmal Bharat Abhiyan (April, 2012)
- ❖ Swachh Bharat Abhiyan (October, 2014)

Figure: Various initiatives under SBA

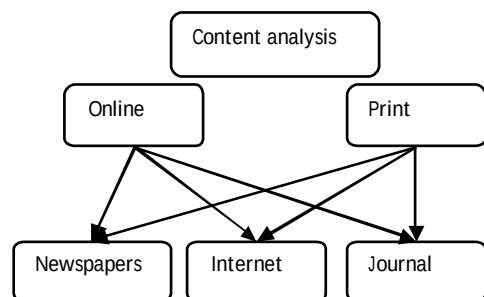


II. OBJECTIVES OF THE STUDY

1. To know and understand the various schemes and initiatives under SBA
2. To understand the influence of SBA on cleanliness, sanitation and waste management through study of mass media reports (online and print)

III. Methodology

Content analysis of online and print articles (newspapers, magazines, journals and websites) regarding SBM was performed. The articles reviewed were dated from October 2014 to November 2019.



The findings were categorized into four broad themes.

- (1) *cleanliness and nation*
- (2) *cleanliness and waste management*
- (3) *cleanliness and hygiene*
- (4) *cleanliness and health*
- (5) *cleanliness in schools*

IV. FINDINGS CLEANLINESS AND NATION

‘Celebrity Chain: celebrities as cleanliness brand ambassadors’

The media reports mention the names of various celebrities supporting SBM. Being role models for the public these celebrities support the cause of cleanliness by participation in cleanliness drives, providing financial support, thereby encouraging their fans and supporting positive behavioral change thorough public appearances on various media platforms and social media accounts. The names of some celebrity cleanliness ambassadors are: Salman Khan, Amitabh Bachan, Baba Ramdev, Priyanka Chopra among others (India Society Blogs, 2014). Some other initiatives to create public awareness are:

- ❖ **Swachh Bharat Mission walkathon** : public awareness initiative regarding cleanliness as individual responsibility
- ❖ **#My Clean India** : a social media initiative to spread awareness regarding cleanliness

V. CLEANLINESS AND WASTE MANAGEMENT

‘Har din do bin’ teen bin: a solid waste segregation and management initiative’

Waste segregation refers to the process of separating the waste at the very source of its generation into different categories: wet, dry, recyclable, domestic hazardous waste. Effective

waste segregation procedures at the source of waste production reduce handling cost and environmental pollution.

Table: Types of waste

Household Waste	Bio-Medical Waste
dry	general
wet	infectious
household hazardous	hazardous
	radioactive

Waste segregation practices followed in household differ from those followed in hospitals and other centers.

Table: Household wastes

Type Of Household Waste	Example	Color of Bin
Dry Waste/Recyclable Waste	plastics, bottles, bags, thermocole, metal, cloth, glass, cardboard, paper	blue
Wet Waste	kitchen waste such as vegetable and fruit peels, meat, leftover food, egg shells, used tea bags, leaf plates, leaves	green
Hazardous Waste	e-waste: used batteries, used blades, razors, injections, medicine phials, sanitary napkins, bandages, syringes	red

Table: Hospital waste

Medical Waste Management	Example	Color of Bin
Waste Sharps	Glass and metal items such as: used needles, broken phials, glass syringes, lab slides, scissors, broken ampoules, metal implants, scalpels, blades	blue
Soiled waste	bandages, soiled cloth, sanitary napkins, post operative body parts, pathological waste, dressing materials, cyto-toxic waste, body fluids,	yellow
Microbiology and Biotechnology Waste	Urine bag, gloves, catheters, IV bottles, syringes without needles,	red

According to print media reports, since its inception in 2014 the SBM has led to a revolution in solid waste management through promotion of

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waste segregation at the very source through door to door collection mechanism. Percentage of waste segregation at source has shown a rise as depicted

in the table shown (Sambyal & Aggarwal, 2018):

Door to door waste collection	
before 2017	53%
after 2017	80%

CLEANLINESS AND HYGIENE

Table: status of toilets under SBM

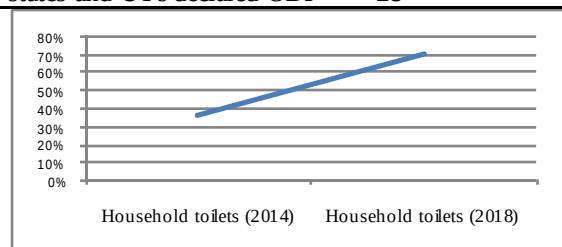
(SOURCE : RICE survey, 2018, cited in Johari, 2019)

ITEMS	PERCENTAGE
Household toilets (2014)	37%
Household toilets (2018)	71%
Reduction in open defecation	26%

Table: Status of ODF (till Feb 01, 2019)

(source: Johari, 2019)

ITEMS	NUMBERS
toilets constructed	9.2 crore
villages declared open defecation free (ODF)	5.5 lakh villages
states and UTs declared ODF	28



The government follows a 'three pronged strategy' for ensuring the success of its ODF policy through SBM which includes (Johari, 2019):

- 1) Awareness and sensitization regarding use of toilets through social campaigns
- 2) Subsidy to social groups for toilet construction
- 3) Monitoring usage of these toilets through social audits and surveys

CLEANLINESS AND HEALTH

The reports and reviewed literature indicate that maintenance of cleanliness, proper disposal of sewage and drinking of pure and clean water helps in curbing the menace of water bone diseases which is the cause of major childhood mortality rates, and malnourishment among children.

The SBM is aimed at spreading cleanliness thereby controlling the spread of water borne diseases such as diarrhea, cholera. WHO predicts the success of SBM in controlling such diseases by estimating the

aversion of 3,00,000 water borne disease deaths between 2014-19 (Debnath, Deb, Sinha, Chaerjee & Dutta, 2019)

CLEANLINESS IN SCHOOLS

'Bal Swachhta Abhiyan: a campaign to spread cleanliness awareness among children'

According to online media reports *Bal Swachhta Abhiyan*(14th - 19th November, 2014) was launched for sensitizing children attending govt- aided and un-aided schools regarding the need for maintaining personal hygiene and surrounding cleanliness (Indian Society Blogs, 2014). The campaign helped in identifying cleanliness ambassadors from an early age, imparted the message of 'cleanliness is next to godliness' among children and worked towards ensuring availability of clean school premises and play area, hygienic and safe food, clean toilets, pure drinking water and other aspects of sanitation. Under this campaign health centers associated with schools provided information through video clips, posters and PowerPoint presentations regarding: eating nutritious and balanced diet, training on proper hand washing, proper usage of toilets and after-use flushing, need for drinking clean drinking water, awareness on prevention and management of water borne diseases. Morning assemblies are utilized for taking cleanliness pledge on: a) using dustbins for throwing waste, b) keeping classrooms, labs and other areas clean, c) 'say no' to use single use plastics, d) not waste paper. Children were encouraged to express their views about cleanliness through poster, poems, drawing and other art works.

'Swachh Bharat: Swachh Vidyalaya: A toilet construction initiative for maintenance of hygiene in schools'

The initiative undertaken by MHRD aims at providing separate toilets for girls and boys in all government schools under SBM. A total of 4, 17,796 toilets have been constructed in 2,61,400 govt. schools under the *Swachh Vidyalaya Initiative* (SVI)

VI. MAJOR FINDINGS OF THE STUDY

100 online and print articles from October 2014 - November 2019 were analyzed towards understanding the various schemes and initiatives under SBM and its influence in making cleanliness a national movement. The content analysis reveals the following main findings:

- **Reduction in open defecation:** Access to clean toilet has led to decrease in open

defecation especially in female-headed rural households. Households having self employed and non agricultural background also show greater use of separate toilets (Biswas, De and Gyanmudra, 2019). Hence SBM has spearheaded a revolution and brought about a behavioral change among public.

- **Raised public awareness:** heightened consciousness regarding the need for a separate toilet is witnessed since the conception of SBM due to its various awareness creating mechanisms like social media initiatives, celebrity ambassadors, marathons, meetings, trainings, panchayat vigilance, morning whistles etc.
- **ICT and SBM:** The Ministry of Housing and Urban Affairs has launched several initiatives such as apps (SBM (U) toilet locator app) and online IHHL portals thereby linking ICT with the SBA for urban households.
- **Presence of toolkits:** ODF + toolkit and *Swachh Survekshan* survey toolkit allow easy monitoring through direct observation and citizen feedback along with data verification from municipal bodies. These kits also promote capacity building of stakeholders for the successful implementation and maintenance of SBM in urban areas.

VII. RECOMMENDATIONS

- Need for greater training and education of public in both rural and urban households regarding evils of open defecation and benefits of separate toilet.
- Need for more awareness campaigns and massive communication to help people sustain the behavior changes.
- Need for sustained media campaigns to support and promote SBM especially solid waste segregation at the source through more door to door collections.
- Need for promoting research activities for better waste disposal and recovery of useful materials from waste, requirement for more fund allocation towards waste management and setting up waste processors (Sinha, 2019).
- Getting rid of manual scavenging in all its existing forms completely and with immediate effect (Gangwar, 2019).
- Need for addressing public concerns regarding poor septic tank construction due to lack of technical knowledge. Also there is need for creating greater public awareness regarding use of environment

friendly and economically viable twin pit toilets to discourage open defecation (The Swachh Marathon, 2019).

- Prime factors which affect toilet construction and usage have been identified through research studies. some of these factors are: gender, availability of water, customs and traditions, cleanliness of surrounding areas, lack of technical training and knowledge, fear that toilet pit will fill soon if used regularly and need to be manually emptied etc . Such factors need to be addressed through positive approaches (Biswas, De and Gyanmudra, 2019).
- Providing access to toilets for all especially for the marginalized sections of the society through special provisions and measures in order to promote equality and dignity.
- Addressing other sanitation challenges such as hand-washing habits, management of pet poo, fecal sludge management, hazardous waste management etc is the need of the hour for sustaining cleanliness thus moving beyond the focus on open defecation free policies (The Swachh Marathon, 2019).

VIII. ABBREVIATIONS

ODF: Open Defecation Free, RICE: Research Institute for Compassionate Economics , SBA: Swachh Bharat Abhiyan, SBM: Swachh Bharat Mission, SVI: Swachh Vidyalaya Initiative, UT: Union Territory

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