GS-II: In last five years, Swachh Bharat mission has captured people’s imagination.

News

In the last five years, India has transformed from being the highest contributor to global open defecation to torch-bearer for global sanitation.

Key pillars behind the success of SBM:

Political leadership – Inspired by the top leadership and commitment, various chief ministers took up the cause. Leaders at all levels are prime catalysts for large-scale transformations.

Public financing – Over Rs 1 lakh crore was committed to ensuring universal access to sanitation, thereby backing the political will with budgetary support.

Partnerships – SBM (G) partnered with implementers and influencers — national and international development agencies, media houses, civil society, celebrities, as well as all departments/ministries of the government of India.

People’ participation – SBM-G trained over half a million swachhagrahis, who triggered behaviour change in every village in India.

SBM-G brought in a unique blend of young professionals and experienced but driven bureaucrats, and each person became committed to the goal.

Behavior change – SBM-G engaged extensively with the media, leveraging popular culture, and associating Bollywood stars, sportspersons and other influencers to promote the message of sanitation.

Way ahead

- 10-year sanitation strategy to move from ODF to ODF Plus
- Sustaining the SBM-G gains
- Ensuring that no one is left behind
- Ensuring access to solid and liquid waste management for all villages
- Ensure piped water supply to all households by 2024. This will boost SBM-G’s sustainability efforts.