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SWACHH BHARAT MISSION “A HABIT CHANGE”

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Under the aegis of Swachh Bharat Mission which is a flagship program of GoI. for making India clean and green by taking steps to make India free from open defecation, getting rid of manual scavenging, scientific management of Solid Waste etc. Under this initiative, GoI has started many activities with high vigor as per the guidelines of Ministry Of Urban Development to make the people aware and to woo their support for the mission

No program for making Clean and Green India can succeed without public support, so, great emphasis is being laid on this fact and efforts have been made to rope in public figures for the SBM campaign and generate awareness among the masses. Cleanliness is not a mission but a habit and habits are derived from the cultural demeanors so, keeping this in view, GoI has targeted the school children - the future of the nation, to solicit their support for this mission and motivate them to inculcate habits of organization and cleanliness.

Introduction

According to Census 2011, India’s urban population is 377 million or 31% of the total population. These numbers are expected to increase to 600 million by 2031. The Census 2011 also showed that in 4,041 statutory towns, close to eight million households do not have access to toilets and defecate in the open (7.90 million). Weak sanitation has significant health costs and untreated sewage from cities is the single biggest source of water resource pollution in India. This indicates both the scale of the challenge ahead of the Indian cities and the huge costs incurred from not addressing them.

The Swachh Bharat Mission (SBM) emanates from the vision of the Government articulated in the address of The President of India in his address to the Joint Session of Parliament on 9th June 2014:

“We must not tolerate the indignity of homes without toilets and public spaces littered with garbage. For ensuring hygiene, waste management and sanitation across the nation, a “*Swachh Bharat Mission*” will be launched. This will be our tribute to Mahatma Gandhi on his 150th birth anniversary to be celebrated in the year 2019”



SBM is being implemented by the Ministry of Urban Development (M/o UD) and by the Ministry of Drinking Water and Sanitation (M/o DWS) for urban and rural areas respectively. These guidelines are for the implementation of Swachh Bharat Mission (Urban).

Swachh Bharat Mission (SBM) Urban Overview

MISSION OBJECTIVES

- ❖ Elimination of open defecation
- ❖ Eradication of Manual Scavenging
- ❖ Modern and Scientific Municipal Solid Waste Management
- ❖ To effect behavioral change regarding healthy sanitation practices
- ❖ Generate awareness about sanitation and its linkage with public health
- ❖ Capacity Augmentation for ULB's
- ❖ To create an enabling environment for private sector participation in Capex (capital expenditure) and Opex (operation and maintenance)

DURATION OF THE MISSION

The Mission will be in force till 2nd October 2019 (Five years)

MISSION COMPONENTS

The Mission has the following components:

- ❖ Household toilets, including conversion of insanitary latrines into pour-flush latrines;
- ❖ Community toilets
- ❖ Public toilets
- ❖ Solid waste management
- ❖ IEC & Public Awareness
- ❖ Capacity building and Administrative & Office Expenses (A&OE)



By Public Toilets, it is implied that these are to be provided for the floating population / general public in places such as markets, train stations, tourist places, near office complexes, or other public areas where there are considerable number of people passing by.

By Community toilets, it is implied that a shared facility provided by and for a group of residents or an entire settlement. Community toilet blocks are used primarily in low-income and/or informal settlements / slums, where space and/or land are constraints in providing a household toilet. These are for a more or less fixed user group.

Mission Coverage:

Cities and target population, All Statutory towns will be covered under the Mission.

Mission Strategy:

Comprehensive Sanitation Planning, which includes

- (a) City Level Sanitation Plans
- (b) State Sanitation Concept
- (c) State Sanitation Strategy

Behavioral Change Strategy and IEC

Enabling Environment for Private sector participation

Capacity Building

Special focus groups : The State Governments shall pursue the following:

- i. All manual scavengers in urban areas are identified, insanitary toilets linked to their employment are upgraded to sanitary toilets, and that the manual scavengers are adequately rehabilitated.
- ii. In their efforts to streamline and formalize SWM systems it shall be the endeavor of ULBs that the informal sector workers in waste management (rag pickers) are given priority to upgrade their work conditions and are enumerated and integrated into the formal system of SWM in cities.
- iii. All temporary accommodation for migrants and the homeless in urban areas have adequate provision for toilets either on the premises or linked to a public / community toilet.



iv. Mandating that construction labour in urban areas have access to temporary toilets at all sites in urban areas, buildings, parks and roads where construction / maintenance work is taking place or where construction labour is temporarily housed.

v. Priority shall be accorded pro-actively to cover households with vulnerable sections such as pensioners, girl children, pregnant and lactating mothers.

MISSION OUTLAY

The estimated cost of implementation of SBM (Urban) based on unit and per capita costs for its various components is Rs. 62,009 Crore. The Government of India share as per approved funding pattern amounts to Rs. 14,623 Crore. In addition, a minimum additional amount equivalent to 25% of GoI funding, amounting to Rs. 4,874 Crore shall be contributed by the States as State/ULB share. The balance funds is proposed to be generated through various other sources of fund which are, but not limited to:

- a. Private Sector Participation
- b. Additional Resources from State Government/ULB
- c. Beneficiary Share
- d. User Charges
- e. Land Leveraging
- f. Innovative revenue streams
- g. Swachh Bharat Kosh
- h. Corporate Social Responsibility
- i. Market Borrowing
- j. External Assistance

Concept Sanitation Strategy:

It is understood that without a proper city sanitation plan and resulting state sanitation strategy, as indicated in National Urban sanitation policy-2008, comprehensive planning cannot be achieved to attain the objectives of Swachh Bharat Mission. However, both the activities require time and wide consultation at various levels including citizen engagements. It is also understood that although many states and cities have prepared these plans and strategy, many more have not done so. In order to give a quick start to the Swachh Bharat Mission, it is, therefore proposed that all states may submit a brief concept Note on state sanitation strategy.



SBM (URBAN) COMPONENT -I: Household toilets

SBM (Urban) aims to ensure that

- a) No households engage in the practice of open defecation,
- b) No new insanitary toilets are constructed during the mission period and
- c) Pit latrines are converted to sanitary latrines.

The Target Group for construction of household units of Toilets, thus, is:

- (i) 80% of urban households engaging in open defecation
- (ii) All households with insanitary latrines
- (iii) All households with single-pit latrines

These will be targeted under this component for the construction of household toilets or individual household latrines during the mission period. The remaining 20% of households practicing open defecation are assumed to be catered by community toilets due to constraints of space.

Household toilets constructed under SBM (Urban) will have two main structures – the toilet *superstructure* (including the pan and water closet), and the *substructure* (either an on-site treatment system, or a connection to existing underground sewerage system).

Whenever a sewerage system is available within 30 metres from the proposed household toilet, only the toilet superstructure may be constructed and connected to the existing sewerage system. ULBs must facilitate these connections for household toilets under SBM (Urban), wherever applicable and economical.

In the event that a sewerage system is not available within 30 meters from the proposed household toilet, in addition to the construction of the toilet superstructure, an on-site treatment system (such as twin pits, septic tanks, bio-digesters, or bio-tanks) should also be constructed for the collection, treatment and/or disposal off sewage at, or near the point of generation.

ULBs should ensure that all household toilets being constructed under SBM are built in tandem with water supply arrangements in ULBs. Beneficiary households will be responsible for the operation and maintenance of the household toilets.



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For this component, *beneficiary* shall mean any household that does not have access to an individual household toilet or has an insanitary toilet (dry/ *bahou* and single pit latrine). No other criteria is to be applied.

Selection of Beneficiary Household shall be as per the strategy adopted by ULB under the guidance of state government.

Beneficiary households will be targeted under this scheme irrespective of whether they live in authorized/unauthorized colonies or notified / nonnotified slums. Under SBM (Urban), tenure security issues are to be de-linked with benefits.

The states and ULB's must ensure that the maximum number of beneficiaries from individual households toilets will be normally limited to the numbers indicated in the Census of India 2011 for each town.

Central government incentive for the construction of household toilets will be Rs. 4,000 per household toilet for each identified beneficiary household.

50% of the Central Government incentive (Rs. 2,000/-) will be released to the identified beneficiary household by the ULB as 1st installment on approval by the ULB along with share of the state government. There is no bar on releasing any extra funds at any stage using additional resources generated/provided by state government/ ULB.

The ULB shall verify each application before releasing any incentive. Verification of the application should be completed within 7 working days of its submission of application by the beneficiary.

The remaining 50% of Central Government incentive as 2nd installment should be released to the identified beneficiary household along with the State Government's incentives upon verification of physical progress of construction of the household toilet. The actual process of verification will be as per the directions of the respective State Government.

Final Verification of the construction of the household toilet should be supported by location-based technologies, wherein self-attested geo-tagged



photographs of the construction, along with the applicant are taken out. These photographs must be uploaded to the SBM (Urban) MIS and be monitored by the ULBs and the States.

All financial incentives (government and /or private) for this component will be deposited directly (by electronic clearing service) into the bank accounts of the beneficiary households (including accounts opened under the *PradhanMantri Jan DhanYojana*). No cash/cheque disbursements shall take place.

The ULBs should ensure that financial incentives to beneficiary households are transferred in a timely and hassle-free manner. The State government should evolve standard norms for this throughout the state and ensure the monitoring of its implementation.

SBM (URBAN) COMPONENT II: Community toilets

Under SBM (Urban), it is estimated that about 20% of the urban households in cities, who are currently practicing open defecation are likely to use community toilets as a solution due to land and space constraints in constructing individual household latrine.

Community toilet blocks will consist of a given number of toilet seats, as per requirements, toilet superstructure including the pan and water closet, and a substructure (either an on-site treatment system, or a connection to underground sewerage/septage system) shared by all the toilet seats and facilities for hand wash.

Care should be taken to ensure that these facilities have adequate provision for separate toilets and bathing facilities for men, women and facilities for the disabled (e.g. ramp provision, braille signage, etc.).

The norms for connection of the superstructure to an on-site system or connection to an underground sewerage system as defined earlier.

ULBs should ensure that all community toilets being constructed under SBM (Urban) are built in tandem with water supply arrangements in ULBs.



For this component, *beneficiaries* shall be groups of households (“beneficiary household group”) in urban areas whose members practice open defecation and who do not have access to household toilet, and for whom the construction of individual household toilets is not feasible. Beneficiary household groups under this component of SBM (Urban) shall be identified by the procedure as designed by the ULB. This may be application based or survey based, with or without participation of community based organisations. Involvement of civil society organisations is to be encouraged. NGO’s, Area, Ward or MohallaSabha’s may be used for this purpose. Beneficiary household groups will be targeted under this scheme irrespective of whether they live in authorized/unauthorized colonies or notified / non-notified slums. Under SBM (Urban), tenure security issues are to be de-linked with benefits.

Once a sufficient number of households are identified as a group, the ULB shall identify suitable piece of land adjoining their houses/dwelling and design the toilet block. Efforts should be made to look into all possible sources of revenue generation by leveraging land ,use of rooftop or any other means.

Central government incentive for the construction of community toilets will be in the form of 40% Grant/VGF, for each community toilet block constructed. The remaining funds have to be generated as indicated in para 2.6 above.

Projects will be prepared and sanctioned by ULBs. In the entire project approval and procurement process, all provisions and procedures as prescribed by respective State Governments for ULBs must be followed in their entirety. The entire approval procedure except for release of Central funds will end at the ULB level. To this end the States are required to empower the ULBs if not already done so. This includes the delegation of powers to allot land (for this purpose) to ULB’s and mechanisms to leverage this land to make the Community Toilet a viable project.

All community toilets constructed under SBM must have a minimum 5 year maintenance contract.

States will contribute a minimum of 25% funds towards community toilet projects to match 75% Central Share. (10% in the case of North East States and special category states).



SBM (Urban) Component -III: Public Toilets

Under SBM (Urban), States and ULBs will ensure that a sufficient number of public toilets are constructed in each city. All prominent places within the city attracting floating population should be covered.

Care should be taken to ensure that these facilities have adequate provision for men, women and facilities for the disabled (e.g. ramp provision, braille signage, etc.) wherever necessary.

ULBs should ensure that all Public Toilets being constructed under SBM (Urban) are built in tandem with water supply arrangements in ULBs.

There will be no Central Government incentive support for the construction of public toilets under SBM (Urban). States and ULBs are encouraged to identify land for public toilets, and leverage this land and advertisements to encourage the private sector to construct and manage public toilets through a PPP agreement. Additional funding support by any means other than GoI grant can be used for public toilets.

The Projects will be prepared, sanctioned and implemented by ULBs. In the entire project approval and procurement process, all provisions and procedures as prescribed by respective State Governments for ULBs must be followed in their entirety. The entire approval procedure should end at the ULB level. To this end the States are required to empower the ULBs if not already done so. This includes the delegation of powers to allot land (for this purpose) to ULB's and mechanisms to leverage this land to make the Public Toilet a viable project.

All Public Toilets constructed under SBM must have a minimum 5 year maintenance contract.

SBM (URBAN) COMPONENT IV: Solid Waste Management

Municipal Solid Waste Management (MSWM) refers to a systematic process that comprises of waste segregation and storage at source, primary collection, secondary storage, transportation, secondary segregation, resource recovery, processing, treatment, and final disposal of solid waste. The Manual on Municipal Solid Waste Management, 2000 published by M/o UD and revised from time-to-time, may be referenced for DPR formulation and implementation.

ULB's are to prepare DPR for Solid waste management of their city in consultation with state governments. Smaller cities can form clusters to become



viable entities to attract private investment. 100% Cost reimbursement for preparing the DPR shall be done by GoI as per unit cost and norms set up by NARC.

State governments may handhold ULB's in quickly preparing DPR's for SWM by empanelling /shortlisting /identifying private or government agencies for the same.

The DPR's should be bankable, having a viable financial model. These will be prepared emanating from the needs identified in the City Sanitation Plan. DPRs should be aligned with Govt. of India's goals outlined in the NUSP 2008, SWM rules, advisories, CPHEEO manuals (including cost-recovery mechanisms), O&M practices and Service-level Benchmark advisories released by M/o UD from time to time. Street Sweeping and litter control interventions will be part of DPR which is essential for a clean city.

In order to promote projects of waste to energy, it is clarified that the central government Grant / VGF may also be used for such projects, either upfront or as generation based incentive for power generated for a given period of time.

The State High Powered Committee (HPC) will authorize institutes of national repute for appraisal of DPRs for the technical and economic appraisal of DPRs for projects recommended by ULBs. No appraisal will be done by MoUD. The cost of DPR appraisal by these institutes shall be an admissible component under administrative costs, subject to norms as approved by MoUD.

The performance and quality of appraisal by these identified and authorized institutes will be evaluated and monitored by HPEC as well as NARC and corrective actions taken wherever necessary.

The State Level high power committee will approve the DPR as well as the financial model of solid waste management.

The implementation of SWM projects will be as per directions of State Level High Power Committee.



Central government incentive for the SWM projects will be in the form of a maximum of 20% Grant / VGF for each project. The remaining funds have to be generated as indicated in para 2.6 above.

While considering projects under MSWM it will be ensured that there is no duplication in terms of funding under any other scheme or programme.

Detailed technical and financial appraisal of the DPRs will be carried out in the manner prescribed in paragraph 10.5.4. O&M arrangements for the project shall necessarily be an integral part of the project in the DPR.

SWM projects will be sanctioned by the State level HPC which shall include a representative of the MoUD. In the entire project approval and procurement process, all provisions and procedures as prescribed by respective State Governments must be followed in their entirety. The entire approval procedure for MSW projects except for release of Central funds will end at the State Level.

The States shall be free to choose the technology for SWM projects, toilets and street sweeping. The Ministry of Urban Development shall, from time to time, bring to the notice of the States, through advisories and manuals, and other consultative mechanisms, various options available in these fields.

States will contribute a minimum of 25% funds for SWM projects to match 75% Central Share.(10% in the case of North East States and special category states).

SBM (URBAN) COMPONENT -V: IEC & Public Awareness

A key strategy under SBM (Urban) is behavior change communication to ensure that sanitation as an issue is mainstreamed with the general public at large and should cover issues of open defecation, prevention of manual scavenging, hygiene practices, proper use and maintenance of toilet facilities (household, community or otherwise), etc., and its related health and environmental consequences. Communication material for behavior change shall be designed in consultation with the M/o Information and Broadcasting, M/o Health & Family Welfare, and should be in sync with the material being used under SBM (Rural).



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A total of 15% of the total central allocation will be earmarked for this component. Of this, 12% will be earmarked for States to undertake massive public awareness campaigns on sanitation and establishing its link to public health, hygiene and the environment through various means including - radio, social media, documentaries, plays, workshops, etc. The remaining 3% will be earmarked for the MoUD to draw a national media campaign and developing standard campaign tools for effective awareness and communication on sanitation.

Expenditure on Newspaper and TV is not an admissible item under this component for the state government or for the ULB's as this is taken care by government of India ministries and organisations.

States shall prepare an annual action plan, with details of State funding commitment, for Public Awareness & IEC and State HPC shall approve it. At least 50% of the IEC fund in each annual plan, as approved by State HPC, must go to the ULB's for IEC activities at the grass root level.

HPEC at State level shall be the competent authority to authorize and delegate administrative powers for use of the state level funds within the approved plan. ULB's shall be competent to spend the minimum 50% part of the ULB level funds, as per approved plan.

Under no circumstance shall this fund be utilized for purchase of vehicles, construction and maintenance of buildings, creation of posts and payment of salary, and purchase of furniture and fixtures.

States will contribute a minimum of 25% funds towards IEC & Public awareness to match 75% Central Share (10% in the case of North East States and special category states) in each annual plan.

SBM (URBAN) COMPONENT VI : Capacity Building and Administrative & Office Expenses (A&OE)

3% of the total Central Government allocation under the mission will be earmarked for capacity building, administrative and office expenses of States and ULBs.

2% of the total Central Government allocation under the mission will be utilized at MoUD level for capacity building, convening national and regional



workshops, various awards and best practice recognition, programme research, studies, international cooperation for capacity building and technology development, A&OE and various eligible purposes in consultation with the Integrated Finance Division (IFD) of the M/o UD.

States shall propose extensive capacity building activities to be implemented in a mission-mode manner, which will enable the progressive achievement of objectives of SBM (Urban) in a time-bound manner. These will be specified in the comprehensive annual action plan prepared by each state. This will be approved by State Level High Power Committee after sharing and considering suggestions from MoUD. At least 50% of this fund, in each annual plan, as approved by State HPC, must go to the ULB's for activities at the ULB level.

HPEC at State level shall be the competent authority to authorize and delegate administrative powers for use of these funds. ULB's shall be competent to use the minimum 50% fund, as per approved plan, passed on to them.

States will be encouraged to use other available capacity building funds to dovetail or integrate capacity building activities of ULB's.

States and ULBs should identify relevant officials (both senior level officials and field-level functionaries) for training and draw up a calendar of training for them. It will be the responsibility of the State Mission Director to ensure that identified officials undergo adequate capacity building / training to ensure the success of SBM (Urban) in the state. Additionally, states should also identify relevant officials / persons capable of spreading the training on sanitation under SBM (Urban) as "master trainers" who can attend central government training on SBM (Urban) and then organize subsequent training to diffuse the message of SBM (Urban) in the states.

All support structures for implementing the mission at the state and ULB levels defined in the Mission Management Structure (section 11 of the SBM (Urban) guidelines), *i.e.*, the Programme Management Units (PMUs) at the State level, the Programme Implementation Units (PIUs) at the city level, and Independent Project Review & Monitoring Agencies (IPRMA) etc., engaged on an outsourced basis, shall be funded under this head.



Under no circumstance shall this fund be utilized for purchase of vehicles, construction and maintenance of buildings, creation of posts and payment of salary, and purchase of furniture and fixtures.

States will contribute a minimum of 25% funds towards Capacity Building and Administrative & Office Expenses (A&OE) to match 75% Central Share.(10% in the case of North East States *and special category states*) in each annual plan.

PROBLEMS:-

- ❖ The Funds placed for community, IHHL are very less.
- ❖ Financial position of the ULB's is not very good.
- ❖ Non-availability of land for construction of IHHL and community toilets.
- ❖ Non-participation from N.G.O. and PPP partners.
- ❖ Political leaders and public gives less priority.
- ❖ Non-availability of experts to implement the scheme.
- ❖ People are not aware about the scheme.
- ❖ Incentive given by Govt. for construction of IHHL is very less.

REMEDIAL MEASURES:-

- ❖ Residents of the area must be motivated to participate in the mission.
- ❖ Chapter regarding swachhbharat mission must be added in the school syllabus.
- ❖ Incentive /grace marks may be given to the student doing project work of SBM especially behavior change.
- ❖ Govt. should motivate or direct business hours to build community toilets.
- ❖ Heavy penalty should be imposed for open defecation and urination.
- ❖ User charges may be imposed for O&M of the toilets.
- ❖ Land may be made available to construct the toilets.
- ❖ ULB, s should change their policy of advertisement .so, that private participation may be increased and the O&M of there toilets may be made.