

Swachh Bharat Abhiyan: A Catalyst For Sustainable Development

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Acronyms List

SBM Swachh Bharat Mission

SBA Swachh Bharat Abhiyan

SDGs Sustainable Development Goals

ODF Open declaration free

SBMU Swachh Bharat Mission Urban

Abstract

Sustainable Development in India is based on a centuries-old tradition of living in harmony with nature and all its elements and a commitment towards sustainability. In the old civilization of India (Sindhu Valley), toilet construction and waste management are based on scientific methods. This is not a borrowed concept from the west. Sustainable

Development is recognized as a major force for change in India, which is reflected in its policies, programs, and other government and non-government initiatives. The Sustainable Development Goals (SDGs) emphasize the importance of sanitation, cleanliness, and hygiene. Swachh Bharat Mission is important in achieving the Sustainable Development Goals and fight against plastic use. Swachh Bharat Abhiyan acts as a catalyst for sustainable development. The present paper affirmed the successful implementation of Swachh Bharat Abhiyan during the first phase of its implementation. The mission's success has demonstrated that it is a true game-changer in the field of sanitation and hygiene. The success stories scripted under Swachh Bharat Abhiyan over its 7-year journey have poised India for its leap into the next level of 'Swachhata' i.e., Swachh Bharat Abhiyan Urban 2.0 and Swachh Bharat Abhiyan Grameen Phase II. The researcher also explored the expected outcomes of Swachh Bharat Abhiyan Urban 2.0 and the objectives of Swachh Bharat Abhiyan Grameen Phase II. In addition to it, the study manifested educational implications of Swachh Bharat Abhiyan.

Keywords: Sustainable Development Goal, Cleanliness, Swachh Bharat Abhiyan, Catalyst, Sanitation, and Hygiene. "The day every one of us gets a toilet to use, I shall know that our country has reached the pinnacle of progress," – **Jawaharlal Nehru.**

INTRODUCTION

Since ancient times, sanitation has been a top focus in India. In the Vedic scriptures, sanitation and hygiene are emphasized as key considerations (Dutta, NDTV 2017). Cleanliness is an important virtue in Hinduism, and it is described as one of the heavenly qualities that everyone must practice in the Bhagavad Gita. The Sanskrit term for cleanliness is 'saucam,' which appears in several slokas in the Bhagavad Gita. (Aarogya Foundation, 2017).

The Indian civilization has had a deep connection with the environment, since antiquity. This cosmic world, according to our ancient writings, is made up of 5 vital components: kheti (earth), apah (water), teja (light/heat), Marut (air), as well as vyom (space). These components have long been a part of our civilizing history as well as customs. Historically, societies along with communities group were concerned about the environment and established environmentally friendly conservation methods. Gupta and Bakshi (2022) explored ancient Indian literature and found numerous references to managing, preserving, and protecting the environment. During the ancient period, many texts, such as the Arthashastra, Brahamanas, Upanishads, Vedas, Ramayana, Mahabharata, etc., discussed conservation of the forest's resources, which shed light on the ancient beliefs associated with forest ecology and the maintenance of environmental balance. One of the world's most refined water supplies, as well as sewerage systems, can be found in the Indus Valley Civilization, which thrived some five thousand years ago along the banks of the Indus River and in parts of western and northern India. Water conservation and a close link with nature have always been a way of life in India, as seen by the water harvesting systems of Baolis and Bawadis, as well as

environmentally friendly architecture (Sharma and Pandya, 2015).

The Swachh Bharat Abhiyan is not the first cleanliness campaign in India, intending to eliminate open defecation. Several missions have been launched and implemented by the central government, with varying degrees of success and failure. Although no sanitation campaign in India has been successful, each one has served as a learning experience for the next mission, which attempted to address the shortcomings of the preceding one. Today, on the eve of India's 75th year of freedom, we look briefly at how sanitation efforts evolved during the time in table 1 mentioned below.

Table 1: Efforts for improving sanitation with time in India

S.No	Timeline	Efforts for Sanitation
I.	5000 years ago	There are innovative ways to facilitate the conveyance of wastewater through underground drainage systems. The civilizations of the Indus Valley and Harappa had advanced sanitation technology. Various dynasties such as Mauryas and Guptas had visions of improved sanitation throughout their reigns.
II.	Pre-Independent Period	In 1898, when cholera and plague were rampant in the British Army, the Bombay Improvement Trust was formed as a marginal concern.
III.	1954	The first five-year plan of the Government of India included 'The National Water Supply and Sanitation Program' introduced in the health sector.
IV.	1972	Accelerated Rural Water Supply Program (ARWSP), designed to provide funds for "problem villages" (tribal people, scheduled caste, and backward classes).
V.	1977	Accelerated Rural Water Supply Program (ARWSP) re-established.
VI.	1981	Beginning of the International Drinking Water and Sanitation Decade, Creation of the International Drinking water Supply and Sanitation Program, the Government of India made its first sanitation target.

VII.	1986	Inauguration of the Central Rural Sanitation Program (CRSP). CRSP was primarily focused on supplies (providing toilets) and subsidies.
VIII.	1991	Formerly known as National Technology Mission, it is now known as Rajiv Gandhi National Drinking Water Mission (RGNDWM).
IX.	1996-97	Knowledge, Attitude, and Practices Survey (KAPs) administered by the RGNDW. Highlighted convenience and privacy as main motivational factors, rather than subsidies, for toilet construction.
X.	1999	CRSP restructured and TSC launched.
XI.	2003	A Panchayati raj incentive scheme named Nirmal Gram Puraskar was introduced to encourage institutions to make the transition to open-defecation-free practice.
XII.	2005	Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)
XIII.	2007	The MGNREGA and NBA merged.
XIV.	2012	TSC is now known as Nirmal Bharat Abhiyan (NBA) and is aimed at providing 100% coverage of sanitation services in rural areas by 2020.
XV.	2014	Swachh Bharat Abhiyan replaced Nirmal Bharat Abhiyan, with a new aim to make India 100% clean by 2019.

Source:

<https://www.ijcmph.com/index.php/ijcmph/article/view/79/77> ^[4]

Mahatma Gandhi said, "Sanitation is more important than independence". He made sanitation and hygiene an essential aspect of the Gandhian way of life. His dream was for everyone to have access to complete cleanliness. Mahatma Gandhi dedicated his life to achieving 'Swarajya' for India. Now is the moment to devote ourselves to our motherland's 'Swachhta' (cleanliness). It has taken seven years for Mahatma Gandhi's dream of a clean India to take shape, when the Prime Minister made a clarion call for "Swachh Bharat Abhiyan", igniting a Jan Andolan unlike any other.

"The things closest to Mahatma Gandhi's heart were cleanliness and sanitation. Can we resolve that in 2019, when we celebrate Mahatma Gandhi's 150th birth anniversary, our village, our city our street, our community, our school, our temple, our hospital, and all areas will be free from dirt and filth? This will not be possible with government policies and programs alone but will be with people's participation. And so, we need to undertake this task together."

- Prime Minister Narendra Modi
15 August 2014, Independence Day at Red Fort

Our Prime Minister, Narendra Modi, began the "Swachh Bharat Abhiyan" in India on October 2, 2014, intending to eliminate open defecation through the construction of the home and community-owned toilets. This effort was begun in the hopes of achieving a "Clean India" goal by October 2, 2019, the 150th anniversary of Mahatma Gandhi's birth. SBA involves a variety of stakeholders, actors, players, and government levels, and it is divided into two sub-missions:

Rural (SBA Gramin or SBAG) and Urban (SBAU). Swachhata Doots (SBA employees engaged specifically for that purpose) will carry out sanitation operations jointly with social health activists (ASHAs), Anganwadi workers, self-help groups, and civil society groups (Thibert, 2015):

"Brothers and sisters, we are living in the 21st century. Has it ever pained us that our mothers and sisters have to defecate in the open? Whether the dignity of women is not our collective responsibility? The poor womenfolk of the village wait for the night. Until darkness descends, they can't go out to defecate. What bodily torture they must be feeling! How many diseases does this act engender? Can't we just make arrangements for toilets for the dignity of our mothers and sisters?"

Narendra Modi

With this historic announcement, India embarked on an unprecedented adventure. Nearly 600 million individuals did not have access to toilets when the Swachh Bharat Mission was launched. Every state in the country has been proclaimed Open Defecation Free as of today (Adityananda Saraswati, 2019).

Objectives of the Study

In the present study, we have the following objectives.

1. To assess the implementation of various initiatives envisioned under the Swachh Bharat Mission.
2. To document success stories of Swachh Bharat Mission.
3. To figure out the expected outcomes of Swachh Bharat Mission Urban 2.0.
4. To explore the objectives of Swachh Bharat Mission Grameen Phase-II.
5. To suggest educational implications of Swachh Bharat Mission.

The progress has been remarkable, even magical, as India embarked on a Swachh March for a new millennium, joining together people from all walks of life, youth and adults, rural and urban, well-known and unknown. Through the various research studies, it was explored that Swachh Bharat Abhiyan was successful in achieving the vision of a 'Clean India' once seen by Gandhi Ji. India is on the verge of becoming Open Defecation Free. **Choudhary and Gupta (2015)** presented a paper at a conference about Swachh Bharat Mission. They are aware people about the

harmful effects of open defecation on health, sanitation, and gender in particular women who are more vulnerable to gender-based violence and sexual assault when they defecate in the open. Raising awareness, behavior modification campaigns, strengthening the political will, and growing sanitation demand are all part of the endeavor to eliminate open defecation. **Thakkar (2015)** concluded in his study that Modi's Clean India or Green India campaign is a commendable initiative. **Jain, Malaiya, and Jain (2016)** studied the impact of Swachh Bharat Abhiyan in India and its impact on common people and the findings of the study revealed that that impact of Swachh Bharat Abhiyan had increased public awareness, public health, mental piece and working efficiency among urban and rural people and cleanliness mission has a great influence on Indian communities. **Ranga and Majra (2016)** conducted a SWOT analysis of Swachh Bharat Abhiyan. As a result, the situational analysis was carried out by studying the relevant literature. Its key advantages were the finance arrangements, technological advancements, and state flexibility in program implementation. Toilet construction without demand creation, the caste system, the political system, the voluntary rather than mandatory nature of the campaign, and a lack of focus on other areas of cleanliness were the key flaws. Waste management using biogas/domestic biogas plants as well as presenting scientific & visible confirmation of disease transmission are two possibilities. Changes in administration, solid waste recycling, interest sustainability, lastly, changing people's mindsets are all potential dangers. The following tables show the progress of Swachh Bharat Abhiyan in Urban and Rural India. **Yadav and Naidu (2018)** found that majority of the participants were aware of SBA and its goals, and the majority of them had a positive attitude and perspective of SBA. Despite the majority of people having a favorable opinion, only 25.98 percent have participated in SBA activities, and television and newspapers were determined to be the primary sources of information. Open field defecation was chosen by 26.52 percent of the participants, and 34.75 percent of the participants disposed of solid waste in communal bins. People who were aware of SBA were substantially more likely to dispose of solid trash in communal bins and to wash their hands with soap and water. According to **Suthar, Joshi, and Joshi (2019)**, there was no significant association found between educational status and attitude towards cleanliness, or between gender and knowledge of SBA in urban Jodhpur residents. Although participants' knowledge of

SBA and attitudes toward cleanliness were favorable, programs and ways to encourage positive behavior among groups of people who are hesitant to adopt proper cleanliness, sanitation, as well as hygiene practices are still needed. **Joshi and Tiwari (2020)** investigated the primary elements that contributed to the Swachh Bharat Mission's success or failure, and their findings found that sufficient sanitation facilities were not provided to the population. The majority of the population even needs basic sanitation knowledge, and when it comes to hygiene practices, individuals are lacking in basic hygiene skills, such as clean drinking water. Also lacking was a facility for the safe disposal of solid waste, which society requires. The study also found that political pressure hurts the Swachh Bharat Mission's execution. Another study conducted by **Sharma and Verma (2020)** reported that rural respondents have low knowledge about the mission. There was a high need for campaigning and awareness generation programs to improve the conditions in village areas. Moocs course are boon for the learners as accessing these courses needs not any formal institutions and not organized time table helps in environmental protection as these courses don't need paper (Jrall and Gupta, 2021). **Bakshi and Gupta (2022)** explored the responsible environmental behavior of postgraduate students regarding their gender, stream, and locale under Swachh Bharat Swachh Vidyalaya. The study's findings and conclusions demonstrated that there is no substantial variation in post-graduate students' environmentally responsible conduct according on gender, stream, or location. The investigators concluded that young pupils must be taught about the environment and instilled with environmentally responsible conduct. **Devi, Gupta, and Bakshi (2022)** explored the Indian vision for Education for Environmental Sustainability (EDS) and found that it is based on long-term sustainability, which stems from centuries of living in harmony with nature. Education for Environmental Sustainability (EESD) must be entrenched in all educational activities so that awareness leads to comprehension and understanding leads to action.

1. To assess the implementation of various initiatives envisioned under the Swachh Bharat Mission.

The literature review manifested that Swachh Bharat Abhiyan was successful in achieving the dream of Bapu Ji to a great extent. According to the statistics, it has been seen that most of the population has access to toilets. The country has undergone an extraordinary ramping up of

sanitation-related operations since its commencement on October 2, 2014. States are competing with one another to meet goals and targets by 2019, the deadline for achieving an open-defecation-free nation. The following tables also show the progress of Swachh Bharat Abhiyan in Urban and Rural India.

Table 2 depicts the construction of Individual Household Toilets and Community & Public Toilets under Swachh Bharat Abhiyan (Urban).

Swachh Bharat Urban		
	MISSION TARGET	CONSTRUCTED
Individual Household Toilet (IHL)	58,99,637	62,64,238 (106%)
Community and Public Toilet (CT/PT)	50,75,87	62,09,79 (122%)

Source:

<http://swachhbharaturban.gov.in/dashboard/> (Ministry of Housing and Urban Affairs, Government of India).

Table 2 indicates that over 62, 64,238 (106%) individual household toilets and 62, 09, 79 (122%) community and public toilets have been built over targeted to 58, 99,637 & 50, 75, 87 respectively. Door-to-door collection and source segregation have increased from zero in 2014 to 86,228 (97 percent) and 72,498 (85 percent) wards, respectively (<https://sbmurban.org/storage/app/media/pdf/swachh-bharat-2.pdf>, Ministry of Housing and Urban Affairs, Government of India, 2021).

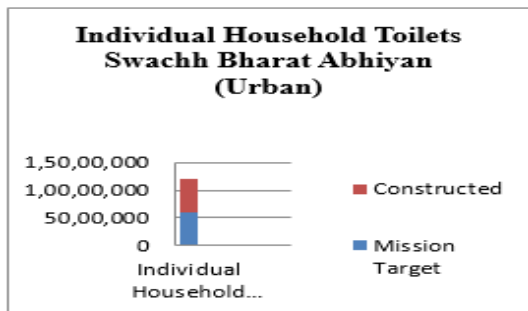


Fig 1 depicts Individual Household toilets under Swachh Bharat Abhiyan (Urban)

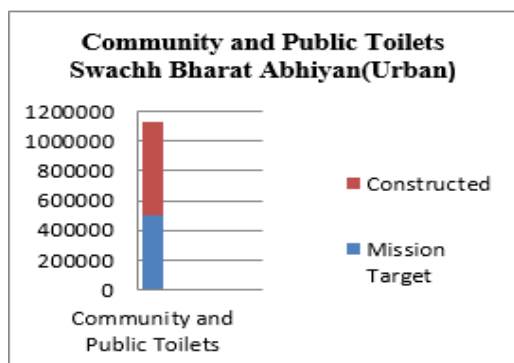


Fig 2 depicts Community & Public Toilets Swachh Bharat Abhiyan (Urban)

Table 3 depicts the construction of Household Toilets built since Oct 2, 2014, ODF Villages and ODF States/UTs

Swachh Bharat Gramteen Toilets built on Oct 2, 2014	
Household Toilets	10,85,75,917
ODF Villages	6,02,988
ODF Districts	711
ODF States/UTs	35

Source:

<https://sbm.gov.in/sbmdashboard/Default.aspx> (Department of Drinking Water and Sanitation, Ministry of Jal Shakti, Government of India, 2019)

Table 3 indicates that over 10 crore toilets have been built since October 2, 2014, and over 6 lakh villages and 711 districts have been declared Open Defecation Free, along with 35 ODF States/UTs. As of 2015-16, 46,916 toilets have been constructed under the program. In 2017, the national sanitation coverage rate increased to 65 percent, up from 38.7 percent in 2014. In August 2018, this figure soared to an all-time high of 90% and on October 2, 2019, the target of 100% was achieved.

“Today, I am proud that 125 crores Indians have transformed the Clean India Campaign into the world’s biggest people’s movement by following the path shown by Mahatma.”

-Narendra Modi

New Delhi, October 2, 2018

Phase one of the Swachh Bharat Mission aimed to make all villages, states, as well as union territories in India "open-defecation free" by Oct 2, 2019, Mahatma Gandhi's 150th birthday, by constructing over 10 crore toilets in rural India. But this is not the end of the cleanliness drive, the journey of swachhata continues till we achieve the targets of SDGs and ODF++. According to National Statistics, more than 10 crore household toilets were built by the time limit, profiting 50 crores human beings in 630,000 villages, but our Indian government admitted that more work needed to be done. Constant re-investing in the rest of the sanitation cycle, as well as reaching last-mile populations, remained a top priority in the future. The Government has initiated the 2nd chapter of SBM to make sure that societies remain clean by preventing fecal ravage from flowing into fields in addition to contaminating the environment, to maintain the gains made in the 1st phase.

2. To document success stories of the Swachh Bharat Mission.

These success stories bolster the notion that a clean India is a reality. These are tales about women in rural India who have shown guts, courage, braveness, sacrifice, accountability, as well as fidelity. Women in rural India, have been actively involved in promoting the Swachh India initiative by building toilets in whatever way they can (Travel Beats). We just need to start somewhere — with your village, or neighborhood.

A Fresh Morning

Women are particularly vulnerable to open defecation. Ratanpur's women took advantage of or rather, created opportunities. One morning, ten of them awoke at the usual time. Rather than defecate in the open, people began excavating pits around their homes. They worked till late in the evening when they were able to set up 5 temporary toilets using old shawls and bed linens as walls. That was only the start.

The matters were taken up by the local authorities, who founded the shauch mukt samiti. This group teamed up with Yuva Forum, a non-profit organization, to launch a push for toilets in every home. On August 15th, the village was designated open defecation free, but the group still wakes up at sunrise to prevent people from walking out into the fields.

Necessity of Toilet

In 2012, Priyanka, a 19-year-old newlywed wife, arrived at her in-laws' residence in Uttar Pradesh's Maharajganj area only to flee the other day because she had to defecate in the open like the rest of her husband's family due to a lack of toilet facilities in the house. Her courageous act of opposing her in-laws' traditional practice of open defecation sparked a nationwide campaign that garnered the attention of Sulabh International, a non-profit organization dedicated to sanitation and hygiene. Sulabh International installed a toilet in Priyanka's in-laws' home and presented her with a cheque for Rs 2 lakh for making a transformative impact in the lives of many other women.

A Brother's pledge

On Rakshabandhan, the state communities in Chhattisgarh held a contest called "Mor Bhai No. 1," in which brothers were asked to give

bathrooms to their sisters. Over 2500 people signed up, and nearly 1500 toilets were constructed. A farmer Sriram Netam, her sister Arti's, has been physically challenged since infancy. She found going to the fields three or four times a day to be an effort. She rode her tricycle when she could, but she had to be lifted by two persons when it was pouring or late at night. Eventually, he gave her a toilet, as well as a ramp for easier access to the toilet, which cost more than the prize money he would win in the sweepstakes.

It's Never Too Late

She is said to be 102 years old by some. Others claim she is 104 years old. Kunwar Bai, on the other hand, was the first to install a toilet in her town, breaking a century-old tradition. She paid for the building by giving some of her goats, which were her only source of income. When she took the initiative to have a toilet built in her home, the rest of the villagers saw this as the most compelling reason to do so as well. Kunwar Bai not only inspired her town, but also the next community of Berari, where all 450 families are fighting to eliminate open defecation.

Toilet as Wedding Gift

During her wedding in 2015, an Indian bride requested a toilet as a wedding present from her parents. She didn't know there was no toilet in her in-laws' house when the engagement was scheduled in Maharashtra. Chaitali, the daughter of a farmer, was the first Indian bride to request a toilet installation rather than jewelry, household appliances, or other home items. In the history of Indian weddings, it is the first and best wedding gift.

Mason Mission to Build Toilets

The story of the Swachh Bharat Abhiyan would be incomplete without mentioning the participation of 50-year-old Kalabati Devi in the effort. Kalabati Devi, a mason by trade in Uttar Pradesh, didn't think twice about knocking on doors to collect cash for the construction of toilets in slums and low-income districts throughout Kanpur. She is not at ease as her quest spirals out of Kanpur. She arranges fundraising sessions with community members and teaches slum residents about the health benefits of cleanliness.

Journey Onwards

The last seven years have witnessed a radical change in the sanitation scenario in India. Our

cities, streets, and neighborhood have become visibly cleaner, and there has been a marked positive change in attitudes and mindsets of citizens towards "swachhata". Swachh Bharat Mission has emerged as the largest behavioral change program in the world. To sustain the outcomes achieved under Swachh Bharat Abhiyan, we have now embarked on the 2nd phase of swachhata.



Fig 3 depicts the two missions under Swachh Bharat i.e., Swachh Bharat Mission Urban 2.0 and Swachh Bharat Mission Grameen-II

Swachh Bharat Mission (Urban) 2.0

Swachh Bharat Mission (Urban) 2.0 has been launched during India’s 75th anniversary of Independence, under the overall ambit of Azadi ka Amrit Mahotsav, providing an added historical significance to Urban India's tryst with sanitation and swachhata. It has been extended for another five years, from 1 October 2021 to 1 October 2026, to finish the remaining work, institutionalize 'swachh' behavior, and make it sustainable. Under SBM-Urban 2.0, the Government of India is committed to making all cities 'Garbage Free' to contribute to the accomplishment of the Sustainable Development Goals (SDG) 2030, which would make life better and ease of living of urban populations, resulting in city development (Ministry of Housing and Urban Affairs, Government of India, 2021).

"The aim of Swach Bharat Mission 2.0 is to make the cities garbage-free. With this second phase, we also aim sewage and safety management, making cities water-secure and ensuring that dirty nullahs (drains) don't merge into rivers,"

PM Modi, ANI News Agency.

For effective solid waste management, the campaign focus on source segregation of solid waste, using the 3 R's (reduce, reuse, recycle) principles, scientific processing of all kinds of solid waste, as well as rehabilitation of legacy junkyards and landfills (India Today, Oct 1,

2021). The components of SBM-Urban 2.0 are presented in the following flowchart.



Fig 4 depicts different components under Swachh Bharat Mission Urban 2.0

Source: <https://indiancc.mygov.in/wp-content/uploads/2021/06/mygov-1000000001823591191.pdf>

Swachh Bharat Mission Urban 2.0 Vision: Garbage Free Cities

SBM-U 2.0 envisages making all urban municipalities ‘Garbage Free’ moreover ensuring grey and black water (used water) management in all cities.

- 100% scientific solid waste management
- Treatment of used water, including fecal sludge
- ‘Manhole to Machine hole’ (Occupational Safety for SafaiMitras)
- The phased reduction in usage of Single-use plastic (SUP)
- In 154 cities:
 - Mechanized sweeping
 - C&D waste processing

I. To figure out the expected outcomes of Swachh Bharat Mission Urban 2.0

The following Logos are being used to achieve the expected outcomes under SBM- Urban 2.0.



- 1) All cities to become at least ODF++ (Management of fecal sludge)



2) Cities to be certified at least 3-star Garbage Free, or higher



3) At least 50% of all cities to become Water+ (Safe treatment and reuse of treated wastewater)



4) Bio-remediation of all legacy dumpsites

Source:

- 1 <http://spaenvis.nic.in/WriteReadData/links/Picture4-365031681.jpg>
- 2 <http://gfcstarrating.org/Images/logo.png>
- 3 <https://www.graphicsprings.com/logographics/fresh-water-drop>
- 4 https://cdn.downtoearth.org.in/library/large/202109/0.38265300_1615272555_solid-waste.jpg

Swachh Bharat Mission Grameen Phase-II

Following the milestone of an ODF India achieved in a time-bound manner over the last 5 years, sanitation efforts, as well as behavior change campaigns, must be continued both to ensure that no one is left behind and for complete sanitation (Sampoorn Swachhata) in villages to be maintained.

From 2020-21 to 2024-25, the program operated in mission mode. Amid Covid-19, the Swachh Bharat Mission Grameen Phase-II is progressing nicely, with 1249 villages proclaimed "ODF+" which incorporate sanitation and hygiene in villages as well as solid along with liquid waste management in rural India, with the same enthusiasm and determination (Swachh Bharat Mission (Gramin) Sonitpur District, 2017). The objective of Swachh Bharat Mission (Gramin) phase II is to combat open defecation.

4. To explore the objectives of Swachh Bharat Mission Grameen Phase-II.

The following are the objectives of Swachh Bharat Mission Grameen Phase-II.

- No one is left behind and ODF behavior should be sustained.
- The facilities for capturing and managing solid and liquid waste are readily available in villages, supporting ODF initiatives that provide interventions for safe waste management.
- Promoting the use of efficient and long-term technologies that are environmentally friendly.
- Implement scientific solid and liquid waste management systems in rural areas to improve sanitation.

Sustainability Targets

In the Swachh Bharat Mission - Urban, India has made significant progress. In 2014, there were zero Open Defecation Free (ODF) cities in India; today, nearly all Indian cities are ODF. Indian cities now process 68 percent of the solid garbage created, up from a meager 18 percent in 2014.

SBM was supposed to last till 2019. However, the government has since expanded it to include a sustainability component. The ODF+ and ODF++ protocols were created to attain holistic sanitation and preserve mission outcomes. The ODF+ guideline covers the operation and upkeep of communal and public toilets to ensure that they are functional and well-maintained so that they can be used again. ODF++ focuses on ensuring that fecal sludge from toilets is safely managed as well as that no untreated sludge is released into open sewers, aquatic bodies, or in the open (The Hindu Business Line, Jan 28, 2021).

ROLE OF CITIZEN AND COMMUNITY

Sharma et al (2022) concluded that our present focus over 'Education for Sustainable Development' i.e., equipping our present generation with the knowledge, attitudes, skill and values that they need to possess for sustainable future, everybody needs to be expert in each field. Technology has influenced and revolutionized each and every aspect of our daily lives, so the proficiency of teachers as well as students in modern technologies is the urgent need for their survival in highly competent world. Diksha portal swayam, E Pathshala, Swayam Prabha helps all the students to continue their learning and pupil having better browsing habit learn better through

the online content and it also decrease the impact of pollution on environment and maintain its sustainability. (Jrall And Kiran, 2022,). Blended learning designs can help to promote sustainable development, including the social, economic, and environmental aspects of sustainability, as well as protect global environmental resources to satisfy the demands of current and future generations. For the success of the 'Swachh Bharat' campaign, the citizens have a major role to play along with that of the local bodies. It encourages Indian citizens to keep their country clean by taking responsibility.

- **Change the mindset:** The success of the Swachh Bharat Abhiyan is dependent on public engagement. It is contingent on individuals changing their attitudes toward cleanliness, the construction and use of toilets, and personal hygiene.
- **Avoid plastics:** Go organic, stop using plastics. Always make sure to make paper bags with you whenever you go outside. This will save a lot of plastic waste.
- **Raise awareness:** Schools should organize different awareness programs on cleanliness and sanitation to raise awareness among children. Likewise, make community people aware of the health issues raised because of open defecation. We should use technological interventions and assimilation of music and videos to create awareness among the masses.
- **Follow the rule of 3R's for environmental conservation:** People ought to follow the rule of 3R's- Reduce, Reuse & Recycle for environmental conservation. By following the 3Rs, we can reduce the amount of waste that we generate. They conserve natural resources, landfill space, and energy, and prevent the degradation of land.
- **Plant more trees:** People should plant more and more trees to save our planet from environmental degradation and to reduce the effect of pollution on the environment.
- **Anti-litter Campaigns:** Anti-litter campaigns should be launched to raise public awareness and encourage people to pick up the broom.
- **Participate in cleaning activities:** People should stop complaining and start participating in the cleanliness drive. This should be the mantra for the success of the Swachh Bharat Abhiyan.

➤ **Share pictures of impact:** We should share pictures of unclean spots and dirty places of our community and the same spot after the cleanliness drive. Upload both, before and after snaps on the social media websites like Facebook, Instagram, Twitter, etc.

5. To suggest educational implications of Swachh Bharat Abhiyan.

Students must comprehend the significance of this mission and, more importantly, participate in cleaning their own space first. Students influence public behavior by promoting healthy habits, increasing public awareness, and building sanitation systems. The implications of the study are stated as follows:

- The mission focuses on fostering healthy sanitation practices in people by educating them about the negative consequences of open defecation, the environmental threats that are dispersed from strewn garbage.
- Dustbins should be installed at every 200 meters in all public areas as well as housing localities.
- Education plays a major role in changing the behavior and perception of people towards cleanliness and hygiene.
- School children should be involved in the activities for spreading awareness on water, sanitation, and hygiene.
- Every sector of the population, from elementary school children to the elderly, must be effectively educated about the underlying links between sanitation and public health.
- Apart from including educational institutions, particularly schools, in awareness campaigns, the best use of social media, as well as electronic and print media, is required to get the word to the grassroots.
- Children must teach their younger siblings how to keep things clean.
- Students must actively participate in government-sponsored Swachhta activities and join hands to promote cleanliness.
- Organize seminars and public awareness initiatives to educate the uneducated about the benefits of cleanliness.

CONCLUSION

Swachh Bharat Abhiyan is committed to building a swachh and swasth bharat. Indian Prime Minister Narendra Modi launched Swachh Bharat

Mission on October 2, 2014, a national initiative that aims to provide universal sanitation coverage and to emphasize sanitation. The mission was carried out as a national campaign/Janandolan to eradicate open defecation in rural areas from 2014 to 2019 through widespread behavior change, the construction of household as well as community-owned toilets, in addition to the establishment of mechanisms to monitor toilet construction as well as usage. India has risen to the top in the global fight against open defecation. The cleanliness effort is a quest that will continue forever. Efforts have increased in responsibility since open defecation was eliminated. Following ODF, the country is now aiming toward ODF +. Now, whether in a city or countryside, we must enhance garbage management. We need to accelerate the process of generating wealth from the garbage. In many aspects, the Swachh Bharat Abhiyan differs from prior initiatives. The Swachhata mission is still going today as ODF +, with the vision of attaining total cleanliness.

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