

Swachh Bharat Mission (SBM), Swachh Bharat Abhiyan, or Clean India Mission is a country-wide campaign initiated by the **Government of India** in 2014 to eliminate **open defecation** and improve **solid waste management**. It is a restructured version of the **Nirmal Bharat Abhiyan** launched in 2009 and carried out by predecessor **Manmohan Singh** that failed to achieve its intended targets.^{[2][3]}

Swachh Bharat Abhiyan

Swachh Bharat Abhiyan



एक कदम स्वच्छता की ओर

Phase 1 of the Swachh Bharat Mission lasted till October 2019.

Phase 2 is being implemented between 2020–21 and 2024–25 to help cement the work of Phase 1.^[4]

Initiated by the Government of India, the mission aimed to achieve an "open-defecation free" (ODF) India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi^[5] through construction of toilets. An estimated 89.9 million toilets were built in the period.^[6]

The objectives of the first phase of the mission also included eradication of manual scavenging, generating awareness and bringing about a behavior change regarding sanitation practices, and augmentation of

The second phase of the mission aims to sustain the open defecation free status and improve the management of solid and liquid waste, while also working to improve the lives of sanitation workers.^[7] The mission is aimed at progressing towards target 6.2 of the [Sustainable Development Goals Number 6](#) established by the [United Nations](#) in 2015.

The campaign's official name is in [Hindi](#). In English, it translates to "Clean India Mission". The campaign was officially launched on 2 October 2014 at [Rajghat, New Delhi](#) by Prime Minister [Narendra Modi](#). It is India's largest cleanliness drive to date with three million government employees and students from all parts of India participating in 4,043 cities, towns, and rural communities.

At a rally in [Champaran](#), the Prime Minister called the campaign [Satyagrah se Swatchhagrah](#) in reference to Gandhi's [Champaran Satyagraha](#) launched on 10 April 1916.^[8]

The mission was split into two: rural and urban. In rural areas "SBM - Gramin" was financed and monitored through the [Ministry of Drinking Water and Sanitation](#) (since converted to the Department of Drinking Water and Sanitation under the Ministry of Jal Shakti) whereas "SBM - urban" was overseen by the [Ministry of Housing and Urban Affairs](#).^{[9][10][11][12]}

As part of the campaign, volunteers, known as *Swatchhagrahis*, or "Ambassadors of cleanliness", promoted the construction of toilets using a popular method called Community-Led Total Sanitation^[13] at the village level.^[8] Other activities included national real-time monitoring and updates from [non-governmental organizations](#) such as [The Ugly Indian](#), [Waste Warriors](#), and SWACH Pune (Solid Waste Collection and Handling).^[14]

The government provided subsidy for construction of nearly 90 million toilets between 2014 and 2019,^{[15][5]} although some Indians especially in rural areas choose to not use them.^[16] The campaign was criticized for using coercive approaches to force people to use toilets.^[17] Some people were stopped from defecating in open and threatened with withdrawal from government benefits.^[18] The campaign was financed by the [Government of India](#) and state governments. The former released \$5.8 billion (Rs 40,700 crore) of funds for toilet construction in 700,000 villages.^{[19][20]} The total budget for the rural and urban components was estimated at \$28 billion, of which 93 percent was for construction, with the rest being allocated for behavior change campaigns and administration.^{[21][22][23]}

- The Swachh Bharat Mission does not address the need to rework the underground sewage system. Manual scavenging was and still is one of the worst problems that need to be tackled. Many labourers have died in utility holes while cleaning them. The mission has failed to tackle this issue that has taken several lives.
- Lack of punitive measures regarding where and how one should urinate, defecate and dispose of garbage
- Manual scavenging, which is highly prevalent in India, was not completely eradicated and workers were not rehabilitated.
- The mission's only focus was to build toilets, but toilet usage is still low and unsatisfactory in several areas.

- The Swachh Bharat Mission was not concerned about the caste stigma attached to waste management. Those who work in the garbage disposal industry are mainly from a lower or backward caste. Any concrete achievement of Clean India could be achieved only if the stigma associated with sanitary labour, location and waste is eliminated by caste-neutralising these professions.

In other words, India must build on successes while correcting the shortcomings to achieve proper cleanliness and hygiene.