



VAJIRAO & REDDY INSTITUTE

India's Top Potential Training Institute for IAS

+918988885050



+918988886060

www.vajiraoinstitute.com



info@vajiraoinstitute.com

YOJANA MAGAZINE ANALYSIS

(October 2024)

(Part 1/3)

TOPICS TO BE COVERED

PART 1/3

- SWACHH BHARAT MISSION & ITS IMPACT ON RURAL SANITATION
- SPECIAL CAMPAIGN 4.0

PART 2/3

- GANGA REJUVENATION & WATER CONSERVATION
- GANGA @ VARANASI

PART 3/3

- SMART GRIDS & RENEWABLE ENERGY: POWERING RURAL SANITATION
- GANDHIJI'S PHILOSOPHY ON SWACHATA THROUGH SELF PRACTICE

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



SWACHH BHARAT MISSION & ITS IMPACT ON RURAL SANITATION

- **Launch:** The **Swachh Bharat Mission (SBM)**, launched on **October 2, 2014**, by Prime Minister Narendra Modi, has significantly transformed sanitation in India.
- **Objective:** Its success lies not only in infrastructure development but also in promoting a cultural shift towards cleanliness as a shared responsibility.
- **Importance:** Essential for public health, women's empowerment, environmental protection, and economic growth, especially as India aims to be a developed nation by 2047.

HISTORICAL PERSPECTIVE ON SANITATION IN INDIA

Ancient Sanitation Practices

- **Indus Valley Civilization:** Advanced **waste management systems** evidenced in cities like **Harappa** and **Mohenjo-Daro**.

Modern Sanitation Challenges (Pre-SBM)

- **Sanitation Coverage (2014):** Only **39%** of the population had access to basic **toilet facilities**; over **550 million** people were without.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



- **Open Defecation:** Prevalent, especially affecting **vulnerable groups and women**.
- **Impact on Women:** Women faced **safety risks** due to open defecation, often referred to as “**slaves of darkness**” due to lack of privacy.

INDIA'S JOURNEY TOWARDS IMPROVED SANITATION

Key Sanitation Programs Before SBM

- **Central Rural Sanitation Program (CRSP)** (1986): Focus on **toilet construction**.
- **Total Sanitation Campaign (TSC)** (1999): Demand creation through **Information, Education, and Communication (IEC)**.
- **Nirmal Bharat Abhiyan (NBA)** (2012): **Community-led approaches** to sanitation.

Launch of Swachh Bharat Mission (SBM)

- **Comprehensive Approach:** Recognized the need for a **holistic sanitation strategy**.
- **Target:** Achieve **Open Defecation Free (ODF)** status by **2019**, which was successfully met.
- **Focus Areas:** **Behavioral change, community participation, public financing, and political commitment**.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



WHY SWACHH BHARAT MISSION?

Rationale for SBM

- **Multi-dimensional Issue:** Sanitation impacts **public health, gender equity, environmental sustainability, and economic growth.**

Health Impact

- **Waterborne Diseases:** Poor sanitation caused significant **morbidity and mortality**, especially among children under five, leading to approximately **300,000 child deaths** annually (WHO).
- **Positive Outcomes:** SBM reduced child deaths by averting **60,000-70,000** annually through improved sanitation.

Impact on Women and Children

- **Safety:** Women reported feeling **safer** with access to toilets at home, and school absenteeism among girls decreased due to improved sanitation facilities.

Environmental Impact

- **Contamination:** Open defecation led to **groundwater contamination**. SBM reduced this contamination by **12.7 times** in ODF villages.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



Economic Impact

- **GDP Losses:** Poor sanitation cost India around **6.4% of GDP** in 2006. ODF households saved approximately **Rs 50,000** annually in health expenses.

SWACHH BHARAT MISSION- GRAMIN (RURAL)

The mission aimed to make India **Open Defecation Free (ODF)** by the 150th birth anniversary of **Mahatma Gandhi** in 2019, setting ambitious goals of constructing over **100 million toilets** in rural areas and revolutionizing hygiene practices.

Phase I (2014-2019):

SBM-Gramin (SBM-G) Phase I focused on eradicating open defecation through the **largest behavioral change movement in the world**, employing awareness campaigns, education, and infrastructure development.

KEY FEATURES

- **Toilet Construction:** Over **100 million toilets** built in rural areas.
- **Community Involvement:** Engaged local stakeholders and government initiatives for widespread participation.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



- **Health Impact:** Significant improvements in public health, especially in areas lacking sanitation facilities.

Phase II (2019-2025):

The objective of **SBM-G Phase II** is to maintain **ODF status while promoting solid and liquid waste management**, integrating sanitation efforts with various government schemes.

KEY ACHIEVEMENTS (AS OF SEPTEMBER 2024)

- **ODF Plus Villages:** 5.87 lakh villages achieved ODF Plus status.
- **Waste Management:** Systems implemented in 3.92 lakh villages for solid waste management and in 4.59 lakh for liquid waste management.
- **Sanitation Infrastructure:**
 - Over 11.64 lakh household toilets were constructed.
 - 2.41 lakh community sanitary complexes established.

The government allocated **₹1.40 lakh crore** to ensure the long-term sustainability of sanitation infrastructure, aiming to improve health standards and create a cleaner, safer rural environment.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



SWACHH BHARAT MISSION (URBAN)

SBM-Urban (SBM-U) was launched alongside **SBM-Gramin** in **2014**, focusing on enhancing urban sanitation through scientific solid waste management, achieving **100% ODF status**, and fostering behavioral change via a **Jan Andolan** (people's movement).

Key Achievements (As of September 2024):

- **Household Toilets:** Over **63 lakh** household toilets built in urban areas.
- **Public Toilets:** **6.3 lakh** public toilets constructed across cities and towns.
- **Solid Waste Management:** SBM-U revolutionized waste management, contributing to cleaner and healthier urban spaces.

FINANCIAL INVESTMENTS & GOVT. EFFORTS

- The Union Government allocated **₹83,938 crore** to SBM-Grameen (SBM-G) between 2014 and 2022.
- Additional funds were sourced from the **15th Finance Commission** for sanitation purposes, with **₹1,41,600 crore** allocated to **SBM-Urban (SBM-U)** for 2021-2026—over **2.5 times** the financial outlay of the first phase.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



VAJIRAO & REDDY INSTITUTE

India's Top Potential Training Institute for IAS

+918988885050



+918988886060

www.vajiraoinstitute.com



info@vajiraoinstitute.com

- These funds supported the development of sanitation assets, behavioral change initiatives, and waste management systems.

SMART STRATEGY FOR SUSTAINED SANITATION SUCCESS

- **Sustainability of Assets:** Maintain sanitation infrastructure and promote **climate-resilient systems**.
- **Making Women Central to Development:** Involve women in leadership roles for sanitation initiatives.
- **Accelerating Private Sector Involvement:** Engage private sector expertise in sanitation challenges.
- **Re-establishing Communication Protocols:** Enhance **IEC campaigns** and utilize **digital tools** for behavior change.
- **Training and Technological Interventions:** Equip communities and officials with **advanced sanitation practices** and monitoring technologies.

SWACHHATA HI SEVA CAMPAIGN

In 2024, the **Swachata Hi Seva (SHS)** campaign marks a decade of SBM, focusing on public participation (**Jan Bhagidari**), sustainable cleanliness, and recognizing the importance of sanitation workers (**Safai Mitras**).

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



VAJIRAO & REDDY INSTITUTE

India's Top Potential Training Institute for IAS

+918988885050



+918988886060

www.vajiraoinstitute.com



info@vajiraoinstitute.com

SHS 2023 Key Statistics:

- **109 crore** individuals and **71 ministries** participated.
- **53 crore** people contributed through **Shramdaan** for Swachhata.
- Cleaned **7,611 beaches**, **6,371 riverbanks**, and reclaimed **15,576 legacy waste sites**.

FUTURE STEPS

Future SBM efforts will prioritize:

- **Behavioral Change:** Promoting cleanliness as a way of life under the theme “**Swabhav Swachhata, Sanskar Swachhata**”.
- **Community Engagement:** Strengthening community participation in waste management and cleanliness.
- **Recognition of Sanitation Workers:** Celebrating Safai Mitras and other sanitation workers for their contributions.

COLLABORATION & PARTNERSHIPS

The success of SBM has been driven by collaboration among:

- Government agencies

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



- Non-Governmental Organizations (NGOs)
- Corporate sector
- Citizens

This collective effort has been crucial in building a cleaner, healthier, and safer India.

SWACHH BHARAT & SDGs

Alignment with SDGs

- **SDG 6: Clean Water and Sanitation.** India declared ODF status in **2019**, ahead of the **2030** global deadline.

Contributions to Other SDGs

- **SDG 3 (Good Health):** Improved sanitation led to reduced **waterborne diseases** and **child mortality**.
- **SDG 5 (Gender Equality):** Enhanced **safety** and **dignity** for women, leading to significant improvements in female school attendance.



ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



VAJIRAO & REDDY INSTITUTE

India's Top Potential Training Institute for IAS

+918988885050



+918988886060

www.vajiraoinstitute.com



info@vajiraoinstitute.com

SPECIAL CAMPAIGN 4.0

- **Special Campaign 4.0** is an ambitious initiative by the **Government of India** aimed at institutionalizing **Swachhata** (cleanliness) and reducing **pendency** in government offices.
- Building on the success of previous campaigns, it seeks to create efficient, clean, and **citizen-centric** office spaces, enhancing government functionality and service delivery.
- This campaign aligns with the long-term vision of **Viksit Bharat @2047**, aiming for a developed India by its centenary.

BACKGROUND & ACHIEVEMENTS OF PREVIOUS CAMPAIGNS

Special Campaigns (2021-2023)

The Government has been conducting special campaigns since **2021**, focusing on enhancing office space efficiency and record management. Key achievements include:

- **Office Spaces: 404,776** office spaces addressed under the campaign.
- **Space Freed: 355.5 lakh square feet** of space cleared across various offices.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



VAJIRAO & REDDY INSTITUTE

India's Top Potential Training Institute for IAS

+918988885050



+918988886060

www.vajiraoinstitute.com



info@vajiraoinstitute.com

- **Revenue Earned: ₹1,162.49 crores** generated from scrap disposal.
- **File Management: 96.1 lakh** files weeded out across ministries and departments.

These efforts have improved **space utilization**, created cleaner work environments, and enhanced government office efficiency.

EXTENSION TO INSTITUTIONS

The special campaigns have broadened to include various institutions:

- **Schools**
- **Krishi Vigyan Kendras (KVKs)**
- **Road Transport Offices**
- **Employees' Provident Fund Organization (EPFO) offices**

This wide outreach has promoted a **cultural change** in government office operations.

OBJECTIVES & FOCUS AREAS OF SPECIAL CAMPAIGN 4.0

Institutionalizing Swachhata

The primary goal is to establish **clean, clutter-free**, and efficient office spaces, creating a welcoming environment for both citizens and employees.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



Reducing Pendency

- **File and Record Management:** Emphasizes weeding out old files and adopting **digitized record management** practices for improved efficiency.
- **Public Grievances and Interdepartmental Communications:** Aims for quick grievance redressal and improved internal communication processes to reduce backlogs.

Technology Adoption

- **Digital Platform:** Implemented through a dedicated platform (www.specialcampaign.gov.in) to track progress and monitor activities like scrap disposal and cleanliness.
- **Vidyanjali Initiative:** Refurbishing computers and printers from government offices for rural schools, promoting **digital empowerment** in underserved areas.

Environmental Sustainability

- **3Rs Approach (Reduce, Reuse, Recycle):** Promotes environmentally friendly practices in government offices, focusing on scrap management and waste disposal.
- **Waste-to-Wealth Innovations:** Initiatives like **Swachh ATMs** and **Waste-to-Wealth** projects underscore the campaign's commitment to green practices.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



VAJIRAO & REDDY INSTITUTE

India's Top Potential Training Institute for IAS

+918988885050



+918988886060

www.vajiraoinstitute.com



info@vajiraoinstitute.com

INSTITUTIONAL COVERAGE & NATIONWIDE REACH

Ministries and Departments

The campaign is implemented across all ministries and departments, including:

- **Defence Establishments**
- **Public Sector Banks (PSBs)**
- **Police Stations**
- **Railway Stations**
- **Post Offices**
- **Public Sector Undertakings (PSUs)**



Saturation Approach

The campaign adopts a **saturation approach**, ensuring comprehensive reach across India, from **Pahalgam** in **Jammu & Kashmir** to **Mayiladuthurai** in **Tamil Nadu**, and from **Barmer** in **Rajasthan** to **Mon** in **Nagaland**. It also includes outreach to:

- **Krishi Vigyan Kendras (KVKs)**: Engaging farmers in **vermicomposting** and **parthenium-free farming**.
- **Railway Stations**: Awareness campaigns against **single-use plastics** led by the Ministry of Railways.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



ROLE OF LEADERSHIP & COORDINATION

Leadership Structure

The campaign's success is driven by leadership at various levels, with **nodal officers** in the rank of **Joint Secretary** or **Additional Secretary** coordinating efforts across field offices.

Accountability and Monitoring

- **Monthly Secretariat Reforms Reports:** The **Department of Administrative Reforms and Public Grievances (DARPG)** monitors the campaign and publishes monthly reports to track progress and ensure accountability.

INNOVATIONS & ENVIRONMENT FRIENDLY PRACTICES

- **3R Approach**
 - Adopting **Reduce, Reuse, Recycle (3R)** practices encourages sustainable waste management and cleanliness in government offices.
- **Waste-to-Wealth and Swachh ATMs**
 - Innovative projects like **Swachh ATMs** and **Waste-to-Wealth** practices are highlighted, transforming waste into usable resources and generating economic and environmental benefits.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)



VAJIRAO & REDDY INSTITUTE

India's Top Potential Training Institute for IAS

+918988885050



+918988886060

www.vajiraoinstitute.com



info@vajiraoinstitute.com

- **Vidyanjali Initiative**

- Through the **Vidyanjali initiative**, old computers and printers are refurbished and supplied to rural schools, promoting **digital inclusion** and enhancing **education infrastructure** in underserved areas.

PUBLIC GRIEVANCES & IMPROVED SERVICE DELIVERY

Grievance Redressal Mechanisms

- **Digital Portals:** Set up to monitor pendency and expedite grievance redressal.
- **Timeline Reduction:** The **Policy for Effective Redressal of Public Grievances 2024** has reduced the timeline for resolving grievances from **30 days to 21 days**, enhancing public satisfaction.

Improved Public Interface

- **Aaykar Sewa Kendras:** Income tax offices redesigned to create efficient, citizen-friendly interfaces.
- **Pensioners' Lounges:** Enhanced service areas for pensioners in banks like **State Bank of India** and **Punjab National Bank**.

ADDRESS:

19/1A Shakti Nagar, Nagiya Park Near Delhi University, New Delhi - 110007 (India)