



AN INITIATIVE BY  
VETRI IAS

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# YOJANA

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## 1. THE PEOPLE'S POLICY

- As a nation dedicated an open defecation free (ODF) country to Mahatma Gandhi on his 150th birth anniversary, it is timely to analyse how the Swachh Bharat Mission became the global benchmark for participatory and transformative development.

### 4Ps Structure:

- **Political Leadership:** arguably, the biggest game-changer for the SBM-G was PM. Inspired by his leadership and commitment, various CMs took up the cause, creating a domino-like effect, at the grass root level.
- **Public Financing:** over Rs. 1 Lakh crore was committed to ensuring universal access to sanitation, thereby backing political will with budgetary support. About 90% of households which received toilets were from socially and economically weaker sections.
- **Partnership:** the SBM-G partnered with implementers and influencers alike- national and international development agencies, media houses, civil society, celebrities, etc. this 'all hands on deck' approach, making sanitation everyone's business, helped to mainstream it into the national consciousness.
- **People's Participation:** the SBM-G trained over half a million swachhagrahis, grass root motivators, who triggered behaviour change in every village of India. A large scale transformation can be truly successful if it captures the imagination of the people and becomes a people's movement or a Jan Andolan.

### Additional steps behind its success are:

- Started with the PM setting a target, a sunset clause for the Mission – 2 october 2019. A sunset clause brought with it a sense of urgency and accountability.
- Building a team of people who believed that the goal is achievable. SBM-G brought in a unique blend of young professionals and experienced but driven bureacracts.
- By providing flexibility to States and implementers by design, the mission allowed them to tailor solutions to local contexts. For example, on-site twin pit toilet systems for rural India, as opposed to expensive networked sanitation solutions.
- Low-hanging fruits were targeted first- the district with the highest sanitation coverage to become ODF on priority. This created a demonstration effect for others to learn from and created belief in the system. Nothing succeeds like success.
- Continuous engagement with implementers made the mission agile. Team SBM-G engaged directly with District collectors through learning workshops, informal gatherings and WhatsApp groups, promoting healthy competition among implementers which spurred local innovation.

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- The SBM-G made sanitation glamorous by engaging extensively with the media, leveraging popular culture, and associating Bollywood stars, sportspersons and other influencers to promote the message of sanitation.

### Way Forward:

- The department of Drinking Water and Sanitation recently released the forward-looking 10-year Rural Sanitation Strategy to move from ODF to ODF Plus, focussing on sustaining the SBM-G gains, ensuring that no one is left behind, and ensuring access to solid and liquid waste management for all villages.
- The next ambitious goal announced by the PM is to ensure piped water supply to all households by 2024.



## 2. SOLID WASTE MANAGEMENT: THE WAY FORWARD

- Solid waste management is a major problem in India, where urbanisation, industrialisation, and economic growth have resulted in increased municipal solid waste generation. The burgeoning population and the improvement in living standards of the people have only compounded this problem.

### Legal Framework:

- Solid Waste Management Rules, 2016 delineate the responsibility of the different stakeholders including the Ministries, Pollution control Boards, Local bodies, etc.
- The responsibility of the waste generator lies essentially in proper segregation of the waste which is the core requirement of effective solid waste management. The rules demarcate the requirements of the key components of the solid waste management system besides fixing the timeline for achieving the same.

### SWM – Key Components:

- **Stage 1:** segregation of waste by waste generator into dry and wet waste
- **Stage 2:** Door-to-door collection of waste and transportation of segregated waste
- **Stage 3:** setting up of material recovery facilities for dry waste to recovery recyclables like plastic, paper, metal, glass, etc.
- **Stage 4:** setting up of waste processing facilities viz. Compost, biomethanation and waste-to-energy plants for resource recovery and energy generation
- **Stage 5:** setting up of waste disposal facilities – Landfills.
- The main objective of an efficient SWM system is to maximise resource recovery and energy generation from waste and minimise waste disposal in landfill.

### Status of Solid Waste Management:

- The overall solid waste generated in the country is 1, 52,076 tons per day. Of this, 98.5% of waste is collected, only 35% of waste is treated and 33% of waste is land filled and one-third of the total waste generated in the country remains unaccounted.

### SWM Initiatives:

#### 1. Initiatives taken by CPCB:

- ✓ Guidelines on Legacy waste
- ✓ Guidelines on Buffer Zone
- ✓ Guidelines for Management of Sanitary Waste
- ✓ Selection Criteria for Waste Processing Technologies.

#### 2. Setting up of Waste-to-Energy Plants

### 3. Development of Model Cities:

- Model cities which include Pune, Indore and Ambikapur (Chhattisgarh) have been developed which have implemented efficient methods for collection, segregation, and waste Processing Facilities.

### Increased Judicial Intervention:

- After the enactment of the NGT Act, 2010, in past few years increasing judicial intervention in ensuring compliance with the provisions of SWM Rules by the various stakeholders. Some of the orders include:
  - ✓ Every State and Union Territory shall enforce and implement the Solid Waste Management Rules, 2016 in all respects and without further delay.
  - ✓ It shall be mandatory to segregate prior to incineration relatable to the quantum of the waste.
  - ✓ It shall be mandatory to provide for a buffer zone around plants and landfills sites.
  - ✓ It will be obligatory on the part of the State, Local authorities to create a market for consumption of RDF.
  - ✓ There shall be complete prohibition on open burning of waste on lands, including at landfills sites.

### Challenges:

- Segregation of waste at source by waste generators.
- Lack of infrastructure for collection and transportation of waste
- Availability of land for setting up of waste collection and transportation facilities
- Budgetary provisions for the waste Management
- Techno-economically viable solutions for fresh and legacy waste
- Management of legacy waste
- Rural areas not covered in most of the States/UTs
- Enforcement Issues

### Way Forward:

1. Creating public awareness for involvement of different stakeholders for SWM.
2. Development of ULB-wise action plan for collection, segregation, transportation and processing of waste.
3. Emphasising on setting up of waste processing facilities rather than waste disposal facilities as in the case of Chhattisgarh.
4. Giving fillip to research and development activities with focus on resource recovery from waste
5. Capacity building in various regimes of SWM

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6. Laying down of an appropriate governance framework at State and district levels.
  7. Clear allocation of responsibility to ULBs and waste generators for setting up of infrastructure and for involving informal sector in waste collection/segregation
  8. Adequate technical support to ULBs for processing technology and best practices in waste management.



### 3. GRAM PANCHAYATS: BEYOND ODF

- Lack of universal sanitation coverage has been a cause for concern since India's Independence. Even when nutritional and health indicators were tracking progress, sanitation's own progress curve grew sluggishly.
- Many acknowledged that there were structural forces such as entrenched social norms, power dynamics within social strata, and gender-exclusive taboos that influenced the uptake of healthy sanitation practices and private investment in the related behaviour.

#### Past Government Initiatives:

##### 1. Total Sanitation Campaign:

- It was implemented in 1999.
- Focus under TSC include more community-driven mobilisation, and incentives for toilet construction were provided.
- Lesser political commitment and the necessary human resource supply was ultimately not available.

##### 2. Nirmal Gram Puraskar:

- It was launched in 2005.
- It propagated the inclusion of financial awards for high-performing gram panchayats. I.e. those that becoming open defecation free.

##### 3. Nirmal Bharat Abhiyan:

- It was launched in 2012.
- It came with much higher financial incentive of RS.10000 for every qualifying household, and leaned heavily on the Mahatma Gandhi National Rural Employment Guarantee Act and associated schemes as the funding source.
- It also sought to focus on convergence at the district level.

#### Lessons that shaped Swachh Bharat:

- Incorporating Behaviour change communication frameworks into social programmes allows implementers to message directly that influences one's sense of self-efficacy and agency to realise behaviour change.
- It also reinforces the importance of local community ownership over outcomes and sustains results at a larger scale. The SBM-G gave Gram Panchayats a more integral role of making their own Open Defecation Free plans and execute them.
- District-level flexibility in administering the necessary activities and campaigns to increase coverage.



- Utilising the Community Approaches to Sanitation (CAS) methodology, which evoked emotional reactions such as disgust to the practice of open defecation through facilitation.
- Women-headed households and Scheduled Castes and Tribes prioritised in the programme.

### **Giving GPs the Central Role:**

- To frame the new phase, in September, Ministry of Jal Shakti released a new drafted 10-year Rural Sanitation Strategy, which lays down the steps to be taken till 2029 to ensure that sanitation access is sustained and further developed.
- According to the strategy, 'ODF Plus' entails that ODF behaviours are sustained, and every village has access to solid and liquid waste management.
- The new framework strategically places GPs at the centre of the coordinating efforts to ensure that Solid and Liquid Waste Management activities are taking place in all villages. This ensures that the principle of 'subsidiarity', which states that 'decisions should always be taken at the lowest possible level or closest to where they will have their effect'.

### **ODF Plus: Key Interventions to be Focused Upon:**

1. Sustained usage of Individual Household Latrines (IHHL)
2. Ensuring no one is left behind and providing sanitation access to new households.
3. Sanitation coverage of public spaces (through public and community toilets)
4. Implementation of Solid and Liquid Waste Management (SLWM) in rural areas including compost pits/decentralised waste treatment facilities.
5. Visible cleanliness and solid and liquid waste management.

#### 4. SANITATION ECONOMY AND DIGNITY OF THE SANITATION WORKERS

- The sanitation sector has emerged as a big economy in India in recent years and the future potential is immense. Sanitation, in addition to an economy in itself, is also cross-cutting theme and has the potential to contribute in a big way to the growth and employment of many other sectors of Indian and global economy, most notably to sectors such as health, consumer goods and agriculture sector and new and renewable energy.

#### Government Initiatives towards Sanitation:

##### 1. Swachh Bharat Mission:



**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)

2. As far as urban areas are concerned, around 86% wards with 100% door-to-door collection of municipal solid waste were ensure, while 60% of them practice source segregation. This is a tremendous achievement, given the fact that only 41% were practising source segregation in 2014.
3. A new ministry of Jal Shakti was created in May 2019: Under this Jal Jeevan Mission to bring piped-water supply to all households (Har Ghar Jal) by 2024.
4. It also urged the people to come forward and contribute to an intensive water conservation plan and build on citizen participation to accelerate water conservation across the country.

- Lastly, to curb single-use plastics from 2 October, 2019 will help in significant reduction in littering as about 14 million tonnes of plastic are used annually in the country.
- This will not only scale up the ongoing sanitation movement significantly but will also help in combating land and water pollution and improving health of our citizens.

### **Dignity to the Sanitation Workers:**

- Sanitation workers are one of the major contributors to this vision. However, the workers involved in this occupation suffer from social stigma with respect to their work, especially the manual scavengers. Key initiatives taken by the government for the betterment and welfare of the sanitation workers.

#### **1. Legal protection for Eliminating Manual Scavenging:**

- Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013:

### **Objectives of this Act are to:**

- a) Eliminate the insanitary latrines
- b) Prohibit employment as manual scavengers and hazardous manual cleaning of sewer and septic tanks
- c) Survey of manual scavengers and their rehabilitation within a time-bound manner. Any contravention of the provisions is punishable with imprisonment up to 2 years and fine up to Rs.2 Lakh, or both.

#### **2. Ensuring Minimum Wages, Safe Working Conditions and Pension Benefits:**

- a) Code on Wages Bill, 2019 – the bill provides for higher wage premium for workers engaged in arduous and hazardous work in difficult circumstances.
- b) Pradhan Mantri Shram Yogi Maan-dhan (PM-SYM) – to ensure old-age protection for unorganised workers, which will benefit the sanitation workers.

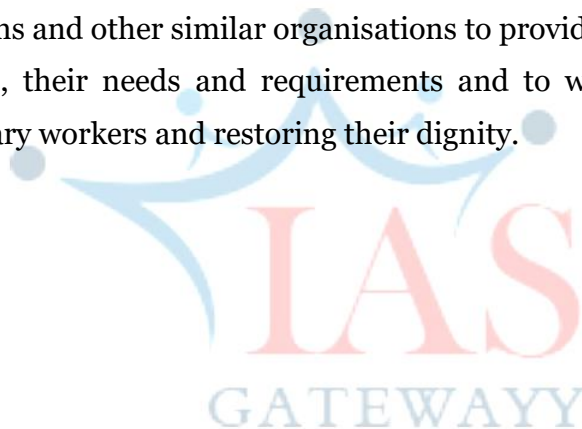
#### **3. Housing, Education, Financial Assistance and Skill Development Schemes:**

- a) A provision has been made under Indira Awas Yojana for special coverage of identified manual scavengers for providing them housing facilities in rural areas, irrespective of their BPL status.
- b) National Safai Karamcharis Finance and Development Corporation – set up in 1997 for the all-round socio-economic upliftment of the safai karamcharis, scavengers and their dependents throughout India.

- 4. Protecting Sanitation Workers through Ayushman Bharat** – this will help sanitation workers in terms of reducing their out-of-pocket expenditure on health and will provide them flexibility to allocate their household resources towards other important family needs.

## Way Forward:

1. Maintaining ODF status is important so that villagers are not returning to the old practice of open defecation. We must focus on robust monitoring mechanism to check the condition of sanitation at the district and Panchayat level.
2. Although we are ODF, but the country is not garbage and litter free. Therefore, we must focus on circular economy for converting our waste into resources.
3. Despite a ban on manual scavenging, its existence is reported from time to time. Therefore, use of technology can play a key role in addressing this issue and all the stakeholders must encourage this to get rid of manual scavenging completely.
4. Prioritisation and faster identification of insanitary latrines and manual scavengers through a time-bound manner plan must be pursued seriously so that effective rehabilitation of manual scavengers through various welfare and income generating scheme can be done at a much larger scale and in a mission mode.
5. Employer's associations and other similar organisations to provide adequate voice to the issues of sanitation workers, their needs and requirements and to work with the government to mainstream the sanitary workers and restoring their dignity.



## 5. SUSTAINING BEHAVIOURAL CHANGE

- With Swachh Bharat Mission, the country witnessed a silent revolution in the construction of toilets. Thus, construction of toilets by itself does not ensure that the rural population will use toilets on a regular basis. There are significant cultural and behavioural factors that act as barriers to the use of toilets.

### Cultural and Behavioural Factors Causing Barriers to usage of Toilets:

1. Open defecation for many is a part of the early morning routine walk, checking on the crops, and socialising. For women, it may be the only opportunity in the day to freely socialise with other women without being supervised by elders in the family.
2. Collective behaviour change in a village is easier when the whole village is homogeneous but difficult when there are more conflicts.
3. Caste based notion of purity and pollution makes it difficult to construct pit latrine which requires emptying it in future. Thus adoption of toilets is not only linked to presence or absence of water but also 'social determinants' and social convention reinforced by traditional beliefs.
4. The challenge of behaviour change is often compounded by diversity in Indian society. Therefore, without having local knowledge into the fold, the sanitation campaign will lead to fruitless activities.

### Behavioural Patterns:

- The predominant reason for toilet construction in the household is privacy and convenience followed by peer pressure, prestige in society, spouse pressure, and persuasion of Panchayat leaders, political leaders, health and social workers.
- Access to the toilet has strong correspondence with the principal source of drinking water. Villages having piped source of drinking water were more likely to have both access to toilet and use of toilets. Furthermore, the gender of the household head also impacts access to the toilet. A female-headed household is more likely to use toilets than male-headed households.
- Self-employed non-agricultural household is less likely to continue open defecation.
- The chance of open defecation increases if the distance of drinking water source is more than 400 meters from the premises instead of having a drinking water source within the dwelling.
- Housing condition, which is an indicator of standard of living, has implications for toilet usage as well.
- The chance of open defecation reduces substantially when the monthly household expenses cross Rs.1000.

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- Access to information regarding Government schemes and financial assistance for toilet construction are also contributing factors for construction and use of toilet, respectively.

### Initiatives:

- Different initiatives such as morning vigilance, whistle blowing, meetings, training, etc have been taken to create awareness against the open defecation.
- The communities have not been educated about the importance of proper sanitation system, need of toilets, proper disposal of faeces and menstrual hygiene.
- However, the present programme leaves a scope of the new adoptees to get back to their original behaviour.

### Way Forward:

- To include the provision of more than one toilet for larger households.
- More emphasis may be given for information dissemination at the ground level.
- Health and social workers can play a larger role in influencing people.
- Improvement of sanitation is linked with other indicators of living conditions. Hence, it is important to have a better infrastructure at the household level as well as public service.
- Better water supply service, housing, construction of the bathroom influence the access and use of the toilet.
- Emphasis on female literacy is imperative for better sanitation coverage.
- Finally, identify the major supply-side bottlenecks to restrict the usage of the toilet.

## 6. SWACHH BHARAT: A CHAPTER OF SUCCESS

- The 150th birth anniversary of the father of the nation, Mahatma Gandhi is around the corner and the nation is gearing up to embody Mahatma's life. Among many parts to lean on and learn from, one would recall the ground-breaking works of Gandhi on sanitation more than a century ago.
- During non-violent movement, Gandhi ensured that sanitation remains one of his major focus area. He strongly advocated that 'Everyone must be his own scavenger' and implemented this idea on scale in Phoenix and Tolstoy farms in South Africa.
- The Swachh Bharat Mission was born out of the core Gandhian thoughts. Jan Andolan in the cause of Swachhata followed the pattern of Gandhi's inspirational mass mobilisations during the freedom struggle. Swachhagrahi became the new foot soldiers who insisted on sanitation like the Satyagrahis.
- During independence, on seeing the pathetic status of sanitation across India, He said, "Independence can wait for some time but Sanitation cannot" and regarded, "Cleanliness as the biggest religion".
- In 2014, India had mere 39% rural sanitation coverage and accounted for over 50% of the global open defecation burden and had a mammoth task cut out for itself considering its geographical vastness, diversity and regional challenges. The UN SDGs 6 for meeting universal sanitation coverage by target year 2030 almost depended on what India could or could not do.
- Armed with Gandhi's inspiration, Swachh Bharat Mission (SBM) was launched on 2nd October by 2014 for ridding the country of the stigma of open defecation and uncleanness and building Clean India for Gandhi's dreams.
- Its community mobilisation riding on the magic of the 4Ps: Political leadership, Public funding, Partnerships and People's participation.
- Started as a Government programme, SBM gradually transformed into one of the world's largest people's movement that witnessed emergence of natural leaders, volunteers and stakeholders across all levels with Gram Sarpanches and Swachhagrahis leading the path.
- SBM stands out with women at the centre of all interventions by themselves leading the march in many cases and reclaiming dignity and empowerment in the process.
- By moving ahead by staking claim in men-dominated masonry work as Rani Mistris by constructing toilets, called 'Dignity Home' in many parts of the country.
- School children have been the change agents at many places with triggering the sense of urgency among parents and school management alike. They also perform morning Nigrani work with the whistle and torchlight to stray open defecator and get them back to toilets.

## Information, Education and Communication (IEC):

- The SBM success story is incomplete without the mention of the stellar role played by Information, Education and Communication (IEC). Behaviour change was ingrained in community with great efforts by about 4.5 lakh Swachhagrahis on ground.
- Nationwide IEC interventions and campaigns like 'Swachhata Hi Seva' campaign highly inspired by Gandhian ideals of voluntarism, mass movement, Shramdan and Swachh Shakti' rolled out regularly with great efficiency for mass awareness mobilisation.
- One speciality of SBM communication has been the waves created through demonstration by influencers, champions and community leaders.
- A foundational principle of SBM is that Swachhata is everyone's business. Inter-ministerial initiatives like Swachhata Pakhwada, Swachhata Action Plan and Special projects including Swachh Iconic places and Namami Gange made a huge mark with significant improvement in Swachhata standards across the country at public places, tourist locations, etc.

## Do you know?

- Prime Minister receives the 'Global Goalkeeper' Award by Bill and Melinda Gates Foundation for Swachh Bharat Abhiyan.

## Facts for Prelims:

### 1. Ministry of Jal Shakti, launched the 10-year Rural Sanitation Strategy (2019-20)

- ✓ Focuses on sustaining the sanitation behaviour change under SBM-G
- ✓ Ensuring that no one is left behind and increasing access to solid and liquid waste management
- ✓ It also speaks about the collaborations with development partners, civil society, and inter-government partnerships
- ✓ It also highlights innovative models for sanitation financing.

### 2. Swachh Survekshan 2020:

- ✓ This is the 5<sup>th</sup> edition of the annual cleanliness survey of urban India under the aegis of Swachh Bharat Mission-Urban (SBM-U).
- ✓ This was under the Ministry of Housing and Urban Affairs.

### 3. Pradhan Mantri Innovative Learning Programme-Dhruv:

- ✓ It will act as a platform to explore the talent of outshining and meritorious students and help them achieve excellence in their specific areas of interest, may it be science, performing arts, creative writing, etc.
- ✓ It was launched by Ministry of Human Resource Development.



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**4. In a major health and wellness initiative for the country, the Union cabinet approved Prohibition of Electronic Cigarettes Ordinance, 2019.**

- ✓ E-cigarettes are battery-operated devices that produce aerosol by heating a solution containing nicotine, which is the addictive substance in combustible cigarettes.
- ✓ These include all forms of Electronic Nicotine Delivery Systems, Heat-Not-Burn Products, e-Hookah and similar devices.
- ✓ Any manufacturing, import, export, transport, distribution of e-cigarettes shall be cognizable offence, punishable with an imprisonment of up to one year or fine up to Rs. 1 lakh or both.

