Swachh Bharat Mission As A Social Entrepreneurship Opportunity For Inclusive Growth

Dr. Raj Kumar Singh
Professor & Chairperson, Centre For Entrepreneurship, Innovation & Skill Development (CEISD), School of Management Sciences, Varanasi (U.P.)

Abstract

Once Mahatma Gandhi has said “Cleanliness is Godliness”. The objectives behind the “Swachh Bharat Abhiyan” launched by the Government of India as a “Clean India Mission”. This campaign was earlier started in 2005 in the Gujarat as “Nirmal Gujarat Abhiyan” with very encouraging results in the Individual and Community Cleanliness. Swachh Bharat Abhiyan is to improve quality of life in the urban and the rural areas for its inclusive growth, encouraging the sustainable sanitation facilities with the help of creation of the awareness and the health education, promoting affordable and proper technology for and sustainable sanitation, establishment of “Shauchalay” specially in the rural areas, solid and liquid waste management in the Urban and Rural areas cleanliness and to develop environmental sanitation system participated by the community. In spite of consistent effort by the government, the desired result of the “Swachh Bharat Abhiyan” is yet to be achieved for the inclusive growth. Now there is a need to explore the active role of NGOs as Social Entrepreneur in the success of the “Swachh Bharat Abhiyan” through the Socio-Economic Development for the inclusive growth. The present study objective is to analyse the performance of the Swachh Bharat Abhiyan as an instrument of inclusive growth based on the available secondary data is to explore and analyse the various challenges being faced by the NGOs as Social Entrepreneurs in this direction and the possible remedies which may be suggested in view of the various government initiatives for the promotion and success of the “Swachh Bharat Abhiyan”. The study outcome in light of not expected results of the
Swachh Bharat Abhiyan aimed to suggest various strategic solutions related with the various issues being faced by the Social Sector with reference to the “Swachh Bharat Abhiyan” for the inclusive growth of the Society.

**Key Words**: Swachh Bharat Abhiyan, Inclusive Growth, Social Entrepreneurship, NGOs, Social Sector, Socio-Economic Development

**INTRODUCTION**

On the 2\textsuperscript{nd} October’2014, following of the occasion of the 150\textsuperscript{th} Birth Anniversary of Mahatma Gandhi, as a mark of respect to his philosophy, Government of India, has launched “Swachh Bharat Abhiyan” with the Vision of Open Defecation Free Community, Zero Waste Community and Dust-Free and Green India. The basic objectives behind the launching of the “Swachh Bharat Abhiyan” is to bring overall improvement in the quality of life of people living in the urban and rural areas, encourage and ensure the sustainable sanitation facilities by creating awareness and motivating people towards the health education, inspiring the communities and institutions like Panchayat Raj, ensuring and encouraging the various technological solutions for the ecological lifestyle and the sustainable sanitation solution, the schools and the Anganwadi Centres of rural areas proper sanitation solution and health facilities, providing health education to the students, development of the Solid and Liquid Waste Management.

The basic features of Swachh Bharat Abhiyan are:

- Mahatma Gandhi Swachhta Mission is implementing and monitoring it at the state level
- It has to be implemented on the block wise programme level from the year 2014 to 2019
- It has to ensure the “Zero Waste” policy in every state
- It has to ensure Public Health Bye-laws in all cities
- Task force for the supervision of programme for all the cities at the City Level
• It was targeted to make toilet less house in every house in the Urban Areas till March -2015
• Providing of free health check up camp of sanitation and drainage employees twice every year
• Creation of the Eco-Friendly Crematorium in the Municipalities .
• Competition and Prizes to cities for its cleanliness
• Financial and Technical assistance for the Training and Capacity Building to the employees of the concerned self government bodies
• Continuous and consistent Intensive Sanitation drive
• Awareness Campaign and Participation of Public and health education
• To bring improvisation in the general quality of the life in the Rural Areas
• Widening of the sanitation coverage in the rural areas
• Activation of the Angan wadi in the rural areas with the sanitation facilities and
  ▪ promotion of the hygiene education among the students along with the sanitary habits
• Technological infusion for the cost effective sanitation
• Elimination of the open defecation to minimize the risk of drinking water and food
  ▪ Contamination

Inspite of so many consistent effort in this direction, however, it has been found that all the possible efforts by the government the Swachh Bharat Abhiyan has not achieved its desired results. This study is aimed to do analyze the performance of the Swachh Bharat Abhiyan, its various issues , challenges and the opportunities available for the inclusive growth.

**Literature Review :**

Thakkar (2015) has studied the various objectives, its merits and all the relevant importance of the Swachh Bharat Mission. This study has also focused on the multidimensional impact of the Swachh Bharat Mission in the various aspects of the healthcare and educational sectors. This study finally concluded that the entire mission of the Clean India or Green India is a widely appreciable step of the Modi
Government. Evne (2014) has studied the various objectives of the Swachh Bharat Abhiyan. This study mainly focused on the inclusive growth impact of the Swachh Bharat Mission on the Dalit Community in India. This study has concluded that the every citizen of the nation should be orientated towards the cleanliness and must have the hygiene. Rao and Subbarao (2015) has also studied the various issues and concerns of the Swachh Bharat Abhiyan. This study has also focused on the Gandhian concept of sanitation. The given study has concluded about the opportunity and responsibility of the citizens, civil society, organizations, social media, youths, professionals, students and the teachers to involve themselves in the campaign. Badra and Sharma (2015) has also studied the various managerial and the technical implications of the Swachh Bharat Campaign. This study has concluded that the patriotism and the teamwork are the values on which the government is trying to inculcate among the students and the ordinary citizens. Tiwari (2014) has also studied the objective of Swachh Bharat Mission. This study focused on the high awareness level of this National Mission.

Objectives of Study:

a) To study the present status of the Swachh Bharat Mission as a Social Entrepreneurship
b) To study the net outcome of the Swachh Bharat Mission
c) To study the role of the Swachh Bharat Mission in the inclusive growth as a mean of Social Entrepreneurship
d) To analyse the various issues and challenges before the Swachh Bharat Mission in its way to become a mean of Social Entrepreneurship for the Inclusive Growth

Research Methodology:

This study is basically is basically based upon the exploratory one based upon the Secondary Data available through various sources.

Discussion:

In order to understand the involvement of inclusive growth in the Swachh Bharat Mission as a Social Entrepreneurship we need to
understand various key activities which are becoming an integrated part of the Swachh Bharat Mission.

(a) **Intensive Sanitation Drive**
Under the Mahatma Gandhi Swachhta Mission, all the municipal corporation and municipalities of the Gujarat was directed to run intensive sanitation drive. To run this drive each four municipal corporation i.e. Gandhinagar, Jamnagar, Bhavnagar and Junagadh were allocated 1 Crore each in the beginning and later on extended to all the municipal corporations. This sanitation drive was focused in all the Government Offices, Semi-Government Offices, Educational Institutes, Dispensaries and Other Public Organizations.

(b) **Public Sanitation**

1. **Zero Waste Policy**: This policy is basically having the goal to make states totally clean and environment friendly. All the efforts are being done to make all the places, cities and people concerned about the Environment.

2. **Solid Waste Management**: Under this scheme 100 percent door-to-door collection of the Garbage is planned and implemented for all the cities. Under this scheme an efficient Transportation Mode and Scientific Disposal of the collected waste is being planned and executed. The Waste Management was planned to generate green energy through the Public Private Partnership. For the economic gain the production of the Compost has to be done through the latest technology. This will also help in the cleanliness of the City.

3. **Drainage**: Under this scheme 100 percent house to house connections to all the cities of the state has to be created through the proper drainage facility. Tertiary treatment of the water technology is to be used for the re-purification of the drainage water. This water may be used for the industry agriculture and for the other use also with the help of the Public Private Partnership Model (PPP)

4. **Public Well-Being**
   (a) **Toilets**: 3 Lakhs individual toilets were targeted for providing toilet facility to the toilet less houses with the
object of the well being of the people living in the cities as well as in the rural areas. Under this scheme the Public Toilet and the Pay to Use Toilets has to be made in the areas where the individual toilet is not possible. All the liquid waste will be treated in the Sewerage Treatment Plants.

(b) **Free Health Check-up** : The employees of the Municipal Corporation and Nagarpalikas who are involved in the Cleanliness process are being provide the facility of the free health check up of all employees involved in this process.

(c) **Eco-Friendly Crematorium**: In order to check the pollution being created by the use of wood-fuel, Eco-friendly Crematorium based on the Gas Electricity has to be made by the Municipalities of all the states under the “Kailashdham Scheme”.

(d) **Equipment Assistance**: As a part of intensive sanitation drive and long term planning, Municipal Corporations and Municipalities has been provided 75000 equipments at the cost of Rs. 100 Crores.

(e) **Door-to-door garbage collection**: In order to ensure 100 percent door-to-door garbage collection in the City, the Central Government has to help the states to the level of 100 percent in the first year, 80 percent in the second year, 60 percent in the third year, 40 percent in the forth year and 20 percent in the fifth year will be given in the remaining areas.

(f) **Tax Incentive Scheme**: With a view to strengthen the financial management of the Municipalities in a better ways, the changes are made in the Tax Incentive structure.

(g) **Public Involvement and Awareness**: It is very important to create public awareness and public participation for the success of the Cleanliness. These kind of the awareness can be done through the use of banner, hoardings, kiosks, street plays, puppet shows, debates, discussion, Radio, TV Advertisements, Social Media, Organizing Contests.

(h) **Involvement of NGO’s**: NGO’s are involved for initiating in the direction of the Public Involvement and Awareness.
Municipal Solid Waste Management (MSWM) and Municipal Liquid Waste Management (MLWM)

Under this scheme all the states has been directed to take initiative in the direction of the Municipal Solid Waste Management (MSWM) and Municipal Liquid Waste Management (MLWM). These schemes will be implemented on the Block Level which covers around 38% of the States Population and generates approximately 9000 tons of Solid and Liquid Waste every year.

This scheme has to be implemented on the PPP Model. The scheme of Municipal Solid Waste Management (MSWM) and Municipal Liquid Waste Management (MLWM) is based on the 3 R Model of Reduce, Reuse and Recycle of Solid and Liquid Waste. The major aspect of the Waste Management is to convert these wastes by reusing and recycling it into the Organic Fertilizers / Compost and Water for the Agricultural Uses and Drinking.

The various features of the Municipal Solid Waste Management (MSWM) and Municipal Liquid Waste Management (MLWM) includes the Construction of the Processing Facilities, Manufacturing and Marketing of the Compost and the Organic Fertilizers, to develop the basic action plan for the Door-to-Door waste collection, segregation, transportation, processing and its reuse/ disposal, management of the procurement issues for each stages like providing of the tools, equipments and vehicles for the secondary collection of the waste.

Distribution of the Cleanliness Equipments for the Solid and Liquid Waste Management

For the effective execution of the Cleanliness Mission around 75,800 equipments demand has been generated form the 159 Nagarpalika and the Municipal Corporations costing around 100 Crores of amount. The equipments includes Tractor, Trolly, Community Bin Containers, Hand Cart, Container Mounted Mini Trucks, Container Lifting Devices, Refuse Compactors, Front End Loaders, Water Tankers etc.
Liquid Waste Management

There is sharp increase in the demand of the water with the increase in the urbanization, resulted into the need to reuse of the recycled water through the sewage water. It seems that the reuse of the sewage water is the ultimate requirement of the hour. At present from the 159 Blocks of the states nearly 2000 MLD of sewage is generated every year. There are very few municipalities which are having with the network facilities of the sewages . Due to the absence of the treatment facilities the sewage is generated and discharged into the soak pit / septic tank or in the nearby rivers.

This is very dangerous phenomenon which we have seen in the cities like Varanasi and Kanpur in India , which has been resulted into the pollution and the contamination of the Ground Water, surface water and the adjacent land. Although many Municipal Corporation are having the Sewage treatment plant however it is insufficient. There is a Close Loop System of water which comprises of the scientific system comprised of the Water Supply, Collection of the Sewage and Sewage Treatment up to the tertiary level and it ultimately ends by reusing of the waste water.. Such a scientific system of Close Loop of water and its cyclical treatment is basically to promote the fundamental conservation of water.

These recycled water may be utilized for the reuse in the field of Irrigation of the public access of the areas like the residential landscapes , parks , schools, hotels and commercial buildings, Fire Fighting, Construction, Vehicle Washing , Street Washing, Train Washing etc.

Critical Evaluation of Swachh Bharat Mission (SBM) :

Priorities of SBM :

- The first priority of the Swachh Bharat Mission in the rural areas was to ensure that till 2018 an ‘Open Defecation Free’ India will be there.
- To achieve the above mentioned target the government has imposed a Swachh Bharat Cess in order to raise the necessary funds and start an vigorous cleanliness campaign.
• To set an ambitious targets for every Village for the construction of the toilets within a specific deadlines to ensure the 100% accessibility to the Toilets.

Major Outcome of SBM :

• In spite of so much investment there is very little evidence has been observed about achievement of the desired performance.
• As per the survey of Quality Council of India, a body which was set up jointly by the Government of India and industry as well as the comprehensive data source of the ‘Swachh Survekshan Gramin’ – SSG 2017 sources portray a similar picture, which rated nation-wide Toilet coverage at around 63%. Which is still very below to the 100% target till date.
• Till now more than Rs. 60,000 Crore has already been spent on the SBM so far

Issues related with the above official data :

• Total Quantitative Approach - In the given outcome the findings are basically based upon the implementation of the program which was actually number intensive with only focus on the building of the physical infrastructure instead of the Social Audit that actually how many people are really benefitted from it. Although it is claimed that in Oct 2014 55 Crore people were using defecation where as in Jan 2018 25 Crore people were using defecation
• In the declaration of the Open Defecation Free village it should be properly analysed that whether it is based on the completion of the Toilet only or its actual usage by the people.
• Unused structures of Toilets which was built under the UPA government’s regime under “Nirmal Bharat” have also been counted under the SBM to show the inflated numbers by categorised under as the uploaded, approved and counted.
• So many villages has been declared “Open Defecation Free Village” where only less than 30% households have a latrine.
• Quality Council of India survey has said that the 91% of people having access to Toilet use them which is not the case.
Questionnaire used for surveys by the government seems to be biased to get a maximum outcome in support of the toilet users.

Other surveys by the Non Government bodies which was done through the balanced questionnaire resulted into more open defecation practices.

Side Effects of Execution of SBM:

- **Forceful Compliance** - In the study it has been found that in most of the villages, the coercive measures and the threats has been used to promote the Swachh Bharat Mission.
- It has been found that the due to the pressure of the target the concerned authorities has done the harassment of the people.
- Less than 25% of the people said that they made the toilet willingly and rest of the people said it was just under the pressure, this is clearly in against of the government claim that it is a peoples movement for the inclusive growth. This kind of execution will be in against of the basic motive of the Mindset Change for the sustainable cleanliness.
- The entire SBM program is being operated on the ‘Build First and Get Reimbursed Later’ Model so as to promote the project ownership among the concerned people. The one Toilet costs around Rs. 12 to 25 thousands to build it. In order to bear the institutional pressure, many were forced to borrow this money from the various informal sources to timely built the toilet.

Neutral Effect on Epidemic Reduction: Cleanliness drive should have direct impact on the reduction of the Epidemics. The Integrated Disease Surveillance Program which is run by the National Centre for Disease Control (under the Directorate General of Health Services) has created and maintain, the Epidemic Outbreak Web Portal that is being regularly updated and since 2009 whenever any Epidemic Outbreak happens it is being reported on a regular and on weekly basis. The Integrated Disease Surveillance Program analysis of the data reveals some of very interesting facts. Randomly the entire data has been divided into before and after the October 2014 (which was the launch time of the SBM). It was then evaluated for epidemics that are directly related to the cleanliness of the
surroundings in all the households. Most of the epidemics has fallen in this category barring few (like measles) and these were thus not considered in the final evaluation. The Statistical evaluation of the survey has revealed that there is a difference in mean number of alerts/outbreaks of 7.7 in a week 1, 11 in week 16 and 0 in week 32 of the respective years between the two groups. The data has revealed that there is no significant decrease in the incidence of outbreaks / alerts in the studied weeks in the “after” group. In fact, there is an increase in week 1 and week 16 in the “after group”, which is not significant statistically. Now this Epidemic Outbreak Data has raised the important questions about the success of the SBM and the various logics behind it. It’s a serious question that if the massive cleanliness drive has not been able to control epidemics on the short term, what be its impact if there will be a long term outcomes of it will be. Controlling of the epidemics like Dengue, Chikungunya and Hepatitis-E is directly related to the cleanliness however the current available data has shown the picture otherwise.

**Reduction of the Health Budget:** It has been very unfortunate that in the very year in which the Swachh Bharat Mission was launched the government has reduced the health budget by around 20%. It should be understood that Cleanliness and the health are very much complementary to each other and therefore any policy should be made to include the mutual relationship of both the dimensions.

**Key challenges before the Swatch Bacharach Mission:**

- **Mindset of the People:** About 590 million people in the rural areas openly defecate in.

  This is basically their mindset that inspite of having toilet in their home many of them defecate in open.

- **Solid and Liquid Waste Management Scientific Sanitation Practices In The Rural Areas:** Although the solid and the liquid waste management scientific sanitation practices is an urgent requirement however there is no professional expertise to keep the city and the rural areas clean and they are not clear how to dispose the waste
- **Sustainability of the SBM**: Resource crunch is the major issue before this SBM to sustain for a longer period of time.

- **Lack of Human Resource**: Due to the diversity of the work it needs specific type of work force which is not available.

- **More Marketing Less Execution**: It seems that the government is majorly focussed on the promotions of the SBM and its related events rather than its implementation.

**Economics of the Investing in Swacch Bharat Mission**

- The lack of proper sanitation system is the major cause of diarrhea among the children which ultimately leads to their death.

- As per the World Bank report 40% of the student’s physical and mental growth has hampered which has adversely affected the leverage on the dividend of the human resources. It has also resulted into the loss of 6% GDP due to lack of sanitation.

- UNICEF has studied that if the house is free from the Open Defecation it will save around Rs. 50000 per year from the Healthcare savings.

- The cost incurred on the SBM is less than the people healthcare expenditure due to lack of it.

- Sanitation is also important from the point of view of the safety and dignity of any women.

**Critical Analysis:**

1. **Marketing rather than implementation**:  
   - The key issue with the Swachh Bharat Mission (SBM) is that the government is primarily emphasizing more on the promotions and events of the mission rather than its implementation.

- Duplicacy of entries and fake beneficiaries were the first roadblocks in the Swachh Bharat Mission, as indicated by the Centre for Policy Research in a study conducted in December 2015.
As per the Centre for Policy Research “The study tracked beneficiaries across 7,500 households in 10 districts and five States. This made even the World Bank jittery, which is why it downgraded the project and refused to release the first installment of a $1.5 billion loan. The overall ratings have gone down on three parameters in the World Bank report dated February 2, 2017: progress towards achievement of programme development objectives from ‘satisfactory’ to ‘moderately satisfactory’; overall implementation progress from ‘satisfactory’ to ‘moderately unsatisfactory’; and overall risk rating from ‘nil’ to ‘substantial’.”

2. Elements of coercion:

- Under the pressure to meet SBM targets, in the many states, the concerned authorities have failed to provide the human consideration which was essential for any effort to incorporate the behavioral changes.
- People were involved by creating pressure however such changes are simply for the short term and lack sustainability.

3. More than toilet construction

- The SBM is less a toilet construction and more a behavioural change, the basic issue is not physical rather it is change in the mindset..

4. Caste Link : The social taboo attached with the SBM is a major hurdle in the way of the Success since involving the such task are associated with socially low caste order job which is a major obstacle in the success of the SBM.

5. Inclusive growth : Unless the beneficiary of the SBM will be the lower section of the society in the Bottom of the Pyramid , we can not say that the SBM is able to provide the inclusive growth.

Conclusion:

Although the Swachh Bharat Mission is a very ambitious socially inclusive project which has been promoted as a Social Entrepreneurial initiative by the government for the inclusive growth. However, still the SBM is miles to
go to achieve its target. It has to be given more emphasis on the implementation part rather than the publicity only. Although the government has levied Cess on the SBM, however this cess should be practically realized by the people. The caste system is a major hurdle in the way of SBM which is a part of the social system. Major problem is a change in the mind set which is very difficult to understand and tackle with. The ultimate issue is the beaurocracy which shows the development of SBM on papers which needs to be checked.

References: