

Swachhata @ 2024...miles to reach



Swachh Bharat Mission (SBM) completed 10 years in 2024. Prime Minister Modi's continued interest and inspiration is keeping it going!

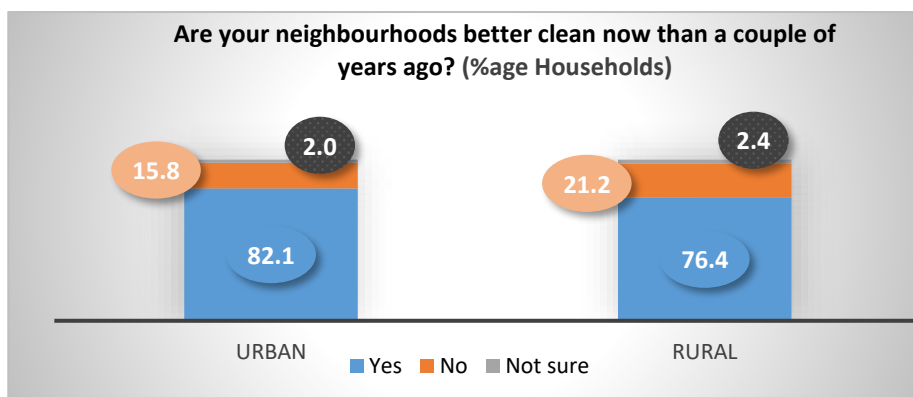
After a decade, to assess the progress, a follow-up study was undertaken by CMS (www.cmsindia.org) coinciding with the Gandhi Jayanti 2024.

In 2015, CMS, on behalf of (then) Union Ministry of DW&S, had conducted a pan-India Situational Analysis, covering more than 40000 households, in both urban and rural locations of all States and UTs.

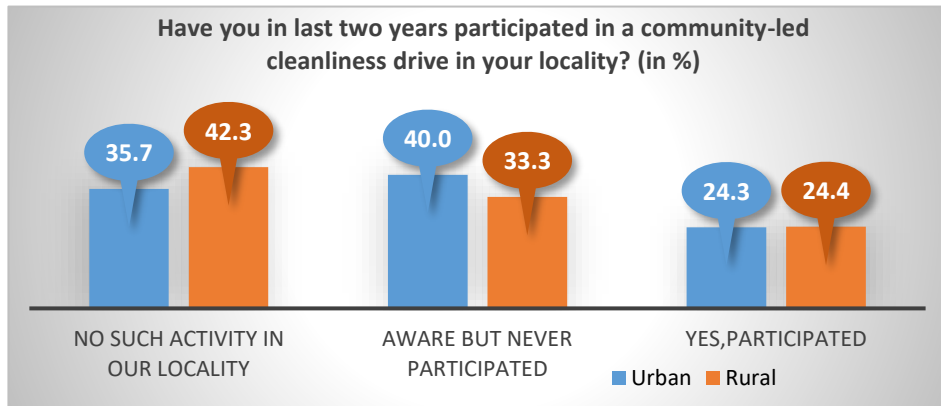
No doubt, several initiatives of the governments at centre and state levels are making SBM one of the better-known government programmes in India.

Real concern is not lack of awareness but subdued enforcement and accountability.

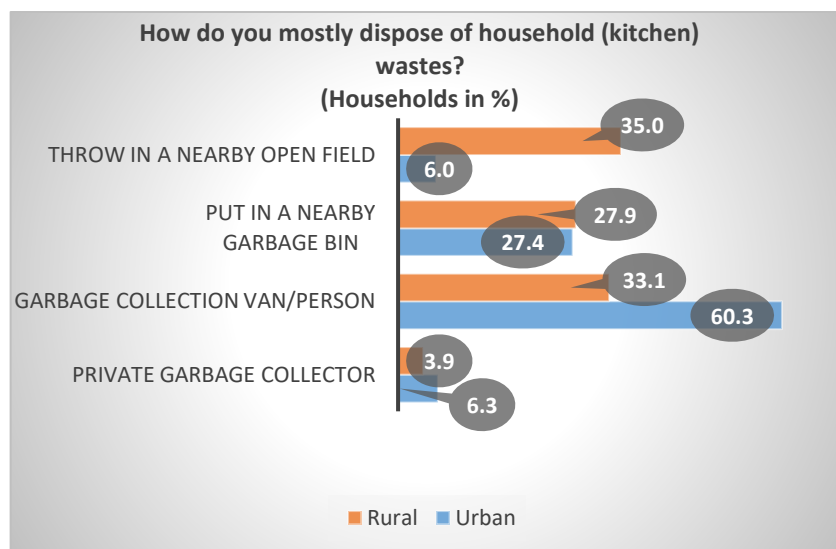
❖ **20% households do not find their neighbourhood clean and hygienic.** Villages are not considered 'clean now than a couple of years ago' by nearly one-fourth (24%) households.



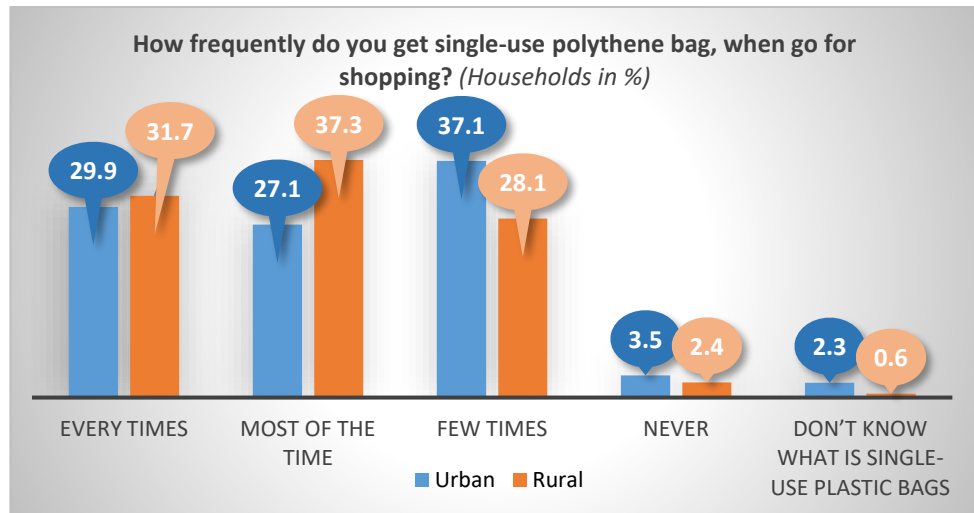
- ❖ Recently concluded the 'Swachhata Hi Seva' fortnight however, community-led cleanliness initiatives are gradually decreasing. So are lack of interest among individuals. In last two years, no cleanliness drive were organized in their localities, claimed 40% respondents. Among rest, despite awareness, 60% did not participate in such collective action for cleanliness at the community level.



- ❖ If not put on high alert, every village in India will soon be having 'mountains of garbage'. This should be worrisome. While nearly 90% respondents in rural areas mentioned 'keeping surroundings clean' is important, **a third of rural youth throw garbage in open field.**



- ❖ **Practice eclipses awareness-** Polythene bags are not biodegradable, agrees 90% respondents in both rural and urban locations across states but free-availability of polythene bags continues. Enforcement is missing despite the ban since July 2022 on its use and repeated appeal even by Prime Minister Modi. More than 60% respondents get polythene bags every time or most of the time they go for shopping. Easy to keep, carry and throw is making polythene bags irreplaceable among users. Punitive action at source of manufacturing or supply of polythene bags is must along with perseverance for behavioural change against plastic bags.



- ❖ **In rural areas, 10% households are continuing with open defecation practice.** People In both rural and urban locations seems to have forgotten and to be reminded about 'use of toilets' as a key feature of SBM; 62% of even educated adults did not mention.

Study Brief: Sample survey conducted during 2nd fortnight of September 2024 across 18 major states and having sample from both rural (46%) and urban (54%) locations. More than 84% were in the age group of 18-40 years and female constituted 45% of the respondents; more than 56% were graduates (48% in rural). For more information, write at info@cmsindia.org.