

SWACHH BHARATH ABHYAN

- **Swachh Bharat Abhiyan (SBA)** (or **Swachh Bharat Mission (SBM)** or **Clean India Mission** in English) is a campaign in [India](#) that aims to clean up the streets, roads and infrastructure of India's cities, smaller towns, and rural areas. The objectives of Swachh Bharat include eliminating [open defecation](#) through the construction of household-owned and community-owned [toilets](#) and establishing an accountable mechanism of monitoring toilet use.

- Run by the [Government of India](#), the mission aims to achieve an Open-Defecation Free (ODF) India by 2 October 2019, the 150th anniversary of the birth of [Mahatma Gandhi](#), by constructing 12 million toilets in rural India at a projected cost of 1.96 lakh crore (US\$30 billion) The mission will also contribute to India reaching [Sustainable Development Goal Number 6](#) (SDG 6).

- 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 3 million government employees, school students, and college students from all parts of India participating in 4,041 statutory cities, towns and associated rural areas.
- The mission contains two sub-missions: Swachh Bharat Abhiyan ("Gramin" or rural), which operates under the Ministry of Drinking Water and Sanitation; and Swachh Bharat Abhiyan (Urban), which operates under the Ministry of Housing and Urban Affairs.

- The mission includes [ambassadors](#) and activities such as national real-time monitoring and updates from [non-governmental organizations](#) (NGOs) such as [The Ugly Indian](#), [Waste Warriors](#) and SWaCH Pune (Solid Waste Collection and Handling) that are working towards its ideas of Swachh Bharat.



- **Brand Ambassadors**

- On 2 October 2014, Prime Minister Modi nominated following people as Brand Ambassador:

- [Kapil Sharma](#) (comedian)
- [Sourav Ganguly](#) (cricketer)
- [Kiran Bedi](#) (Former IPS officer)
- [Padmanabha Acharya](#), Nagaland Governor
- [Sonal Mansingh](#) (classical dancer)
- [Ramoji Rao](#) (Eenadu group)
- [Aroon Purie](#) ([India Today](#) group)

- He also nominated a number of organisations, including the [Institute of Chartered Accountants of India](#), [Eenadu](#) and [India Today](#) as well as the [dabbawala](#) of [Mumbai](#), who deliver home-made food to lakhs of people in the city. More than 3 million government employees and school and college students participated in the drive on the occasion¹
- On 8 November 2014, Prime Minister carried the message to [Uttar Pradesh](#) and nominated another set of nine people for that state

- [Akhilesh Yadav](#)(Politician)
- [Swami Rambhadracharya](#)
- [Manoj Tiwari](#) (Politician)
- [Er.Dilkeshvar Kumar](#)(Engineer)
- [Mohammad Kaif](#)(Player)
- [Deviprasad Dwivedi](#)
- [Raju Srivastava](#)(comedian)
- [Suresh Raina](#) (Player)
- [Kailash Kher](#)

- On 5 January 2015, The minister in-charge nominated followed Telugu icons as brand ambassadors
- Rajyogini ([Brahmakumaris](#) Dadi Janki)
- [Pawan Kalyan](#)^[37]
- [S. P. Balasubrahmanyam](#)
- [Amala \(actress\)](#)
- [K. Kavitha](#)^[37]
- [G V K Reddy](#)
- [Suddala Ashok Teja](#)
- [P Gopichand](#) (sports)
- [Humpy Koneru](#)
- [Galla Jayadev](#)
- [Nithin](#)
- [V. V. S. Laxman](#) (sports)
- [J. Rameshwar Rao](#)
- [Shivlal Yadav](#)
- [B. V. R. Mohan Reddy](#)
- [Akshay kumar](#)
- [Lakshmi Manchu](#)

- From later dates following were made part of the mission
- [Shilpa Shetty](#) (Actress), from February 2017
- [Shekhar Gurera](#) (Cartoonist), from January 2018
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- **Run and marathons**
- A Swachh Bharat Run, attended by 1,500 runners, was organized at the [Rashtrapati Bhavan](#) on 2 October 2014.

- Outcomes
- By May 2015, 71 Indian public sector undertakings and 14 companies supported the construction of 89,976. Hundreds of thousands of Indian people were still employed as [manual scavengers](#) in emptying [bucket toilets](#) and pit latrines.
- A door-to-door garbage collection van in the city of Indore
- In 2017, the national sanitation coverage rose to 65% from 42% in 2014 before the start of the campaign It was 58% in 2016. Five states, 149 districts and 2.08 lakh villages were declared [Open Defecation Free](#) (ODF) till August 2017

- The cities and towns which have been declared ODF stood at 22 per cent and the urban wards which have achieved 100 per cent door-to-door solid waste collection stood at 50 per cent. The number of Swachhagrahi volunteers working across urban local bodies rose to 20,000, and those working in rural India rose to more than a lakh. The number of schools with separate toilet facilities for girls rose from 0.4 million (37 per cent) to almost one million (91 per cent).

- As per an independent survey released by [Quality Council of India](#) in August 2017, overall national rural "household access to toilet" coverage increased to 62.45 per cent and usage of 91.29 per cent, with Haryana topping the national ranking with 99 per cent of households in rural areas covered and usage of 100 per cent.
- Between 2014 and 2015, 8 million toilets were constructed under the program. As of 27 October 2016, 56 districts in India were ODF.
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