



Research Paper

Swachh Bharat 2.0 – One Step Further

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ABSTRACT

This study would assess the impact of Swachh Bharat Mission, the world's largest behaviour change programme for sanitation and cleanliness. It was indeed a social revolution / Jan Andolan. It makes an enquiry into the changes brought about by the Mission in the lives of women with regard to their Health and Dignity. Poor sanitation, Unsafe drinking water and poor hygiene is the reason for many water borne diseases. Illness /Disease is a huge burden on the economic status of the individual and of the nation. Privacy while attending to nature calls is the right of any individual more so to women to uphold their dignity. On 2nd October, 2014, the central government launched a nationwide cleanliness campaign called Swachh Bharat Mission (SBM) with the aim to achieve universal sanitation coverage with two SubMissions, the Swachh Bharat Mission (Rural) and the Swachh Bharat Mission (Urban), which aims to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi. It was aimed at bringing about the behavioral change at the grass root level to use Toilets and maintain cleanliness and hygiene where open defecation is a common site. Moving forward to 2020-21, the surveys, reviews and assessments on the mission's progress and targets has shown the goals set for the mission in year 2014, was satisfactorily successful leading to the behavioral change which made cleanliness, the part and way of life. This study also Examines the role of women, youth, media, Swachhagrahis in promoting a clean and green India as a social revolution/janandolan, Examines the milestone achieved and new targets set for Swachh Bharat mission-urban 2.0 under ministry of urban and housing affairs and Swachh Bharat Mission phase II under ministry of Jalshakti of government of India towards Swachh Bharat – Sresth Bharat in an inclusive and sustainable manner. This study also Mentions Swachh Bharat Mission path towards attaining Sustainable Goal 3 – good health and well being, SDG – 5 gender equality, SDG – 6 clean water and sanitation, SDG – 11 sustainable cities and communities etc and its accomplishments within a shorter span of time much before the actual estimated time targets. While sustaining the achieved ODF in rural areas the focal point of Swachh Bharat rural phase II, the SBM urban 2.0 gave explicit focus to scientific treatment of toilet waste (Faecal sludge). Considering the importance of complete wastewater treatment in urban areas.

KEYWORDS:- Swachh Bharat Mission, Sustainable Development Goals, Behavioural Change, Open Defecation Free, Sanitation Economy.

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“Step by step and the thing is done” – Charles Atlas

The Swachh Bharat Mission, arguably the world's largest behaviour change programme, has been a source of inspiration across the globe. It was indeed a social revolution / Jan Andolan that transformed the lives of our people, bringing significant progress in terms of economic, environmental, health and social benefits and enhanced the safety and dignity of our women.

The Swachh Bharat Mission was launched on 2nd October 2014 by Hon'ble Prime Minister, Shri Narendra Modi, with an aim to achieve an open defecation free India by 2nd October 2019, a tribute to Mahatma Gandhi on his 150th birth anniversary. All stakeholders worked together from 2014-2019 and in a time bound manner ensured that, as on Oct 2019 all districts across India, declared themselves as ODF. Having achieved the milestone of an ODF India in a time bound manner in last five years from 2014-2019, the work on sanitation and the behaviour change campaign has to continue to sustain the gains made under the programme and also to ensure no one is left behind.

To continue further extensive discussions with all states /UTs and other stakeholders are held. Feedback from evaluation of the programme based on three rounds of National Annual Rural Survey

(NARSS), extensive discussions were held with other ministries in GoI and also NITI Aayog and ministry of finance and the result was that government of India, in February 2020, approved phase -II of SBM(G)

Swachh Bharat Mission (Grameen) under Ministry of Jal Shakti, Government of India. Swachh Bharat Mission-Urban (SBM-U) under the Ministry of Housing and Urban Affairs, GoI has also achieved its target of creating Urban India Open Defecation Free (ODF). SBM-U 2.0, the phase II of Swachh Bharat in urban areas was also announced in Budget 2021-22, is the continuation of SBM-U first phase. The government is trying to tap safe containment, transportation, disposal of faecal sludge, and septage from toilets.

ACHIEVEMENT OF SDGs

The Mission's achievements make each and every Indian proud. Nowhere in the world has such a large population been mobilized to bring about such massive behavior change in such a short span of time. India has now become the global leader of the war against open defecation. Several countries wanting to learn from our experience and implement similar programmes in their countries.

Achieving an ODF India in record time also meant that India attained Sustainable Development Goal

(SDG) 6.2—Sanitation for all a whopping eleven years before the UN's SDG target of 31st December 2030.

The distinctiveness, and success, of Swachh Bharat

With a bottom-up approach, India has become a global leader in sanitation.

The Swachh Bharat Mission (SBM) is a leading example of an all-hands-on-deck-approach towards achieving a crucial national goal. Prime Minister Narendra Modi envisioned SBM to become a people's movement, and it has truly become everyone's priority. The partnerships and convergence that this programme has achieved, across the central administrative machinery, across states, between public and private sectors, and most importantly between the government and its citizens is unique.

Since the speech by the PM in 2014, the world's largest behaviour change programme has managed to make incredible strides – increasing India's sanitation coverage from 39% to nearly 100% in just five years. In a country, as large and diverse as India, it has actively mobilised and galvanised 1.3 billion people. Over 10 crore toilets have been built across rural India so far, and over 5.99 lakh villages and 699 districts have been declared Open Defecation Free (ODF).

A significant reason for why this has been possible is because SBM followed a bottom-up approach to behaviour change, and a widespread partnership driven approach to implementation. SBM followed a demand-driven approach, as opposed to the supply-driven approach of previous sanitation programs. It focused on strong Information Education and Communication (IEC) and Inter-personal Communication (IPC) strategies to “trigger” the communities through over six-lakh Swachhagrahis. Panchayat members, ASHA and Anganwadi workers, women, children, youth workers, school teachers, senior citizens, and the differently abled took ownership of, and led the Swachhata brigade in their communities.

At the same time, the mission seamlessly promoted the basic principles of cooperative federalism. While it provided ample flexibility to states to tweak the campaign and delivery mechanisms to suit their cultural contexts, it also built effective monitoring systems to track progress, such as geo-tagging of toilets, and multiple layers of verification by the people and by the administration, including verification by independent parties and subsequently incentivising the best-performing states and districts. The National Annual Rural Sanitation Survey (NARSS 2019-20), conducted by an independent verification agency under the World Bank support project to SBM broadly confirms these achievements for rural India.

Based on interviews with over 90,000 households covering all states in a representative manner, it found that over 96% of households with toilets used them regularly. This is indeed a testament to the success of the behaviour change centric approach of SBM.

The mission has also relied on strategically utilising the resources and social capital from other ministries. Under the Swachhata Action Plan, various non-sanitation departments have contributed an additional Rs 45,000 crore for sanitation in their respective sectors, including highways, petrol pumps, railways, schools, hospitals, and others. They have further strived to make sanitation everyone's business. National and international development partners were also roped in to play key roles through technical assistance, content creation, and human resource support.

The success of SBM has created a blueprint for large-scale participatory development programmes, and other programmes of the government are in fact imbibing many facets of it. For example, the POSHAN scheme is leveraging the social capital of various grassroots functionaries, volunteers, self-help groups, and Swachhagrahis, to bring about behaviour change at the grassroots. It is also monitoring the performance of the states on various indicators to measure their performance and make it available on a real-time dashboard. Similar to the Swachh Bharat Preraks initiative where (over 500 young professionals are placed at the district level by Tata Trusts to work with the respective administrations on SBM, the POSHAN Abhiyaan has deployed more than 300 Swachh Bharat Preraks across various districts to provide technical and managerial support to

state and district administration. It is also attempting to develop a convergence action plan with 10 related ministries/departments along the lines of the swachhata action plans.

SBM has also created several economic opportunities. The Toilet Board Coalition estimates that the “sanitation economy” in India will be worth \$62 billion by 2021, creating many new jobs, even in the most rural areas of the country, apart from reducing health and environmental costs, and generating savings for households. Many people engaged in the business of manufacturing toilet related hardware accessories have reported large growth in sales during the SBM period, and they project a continued uptrend through retrofitting and upgrade. The government is now focusing on enhancing access to solid and liquid waste management, faecal sludge management, and most important, plastic waste management.

In a major step towards curbing plastic waste pollution, the PM during his Independence Day speech called on the nation to curb the use of single use plastic (SUP), and to collect plastic waste from their villages, towns and neighbourhoods on October 2. The collected waste will be safely disposed by being ploughed back into the economic cycle, either by getting recycled, by being put to use in road construction, or as fuel in cement kilns. This plastic waste, if managed optimally, can be used to generate wealth, and can be an opportunity for us to set in place systems to tackle the menace of plastic pollution in a safe and sustainable manner.

India has emerged as a global leader in sanitation. Now, it is time for us to become a global leader in plastic waste management as well. The success of SBM is sure to inspire policy makers and programme implementers around the world who are envisioning large scale transformations along the lines of SBM.

PARTICIPATION

Empowered Women Participation and Leadership

Women played a significant role in this mission. Lakhs of champion women contributed in success of this programme who played roles of swachhagrahi, sarpanch, Rani Mistri, artist, motivator and others leading the campaign adding swachhata energy to it. Alone more than 70,000 Rani Mistris in Jharkhand led the construction of toilets.

SBM-G became a great employment opportunity for lakhs of rural women who not only took the role of masons but also worked as “Swachhagrahis.”

Role of youths

Be it millions of children who contributed in achievement of SwachhSankalp Se Swachh Siddhi, associated with NCC, NSS, Yuva Kendra members, police, armed forces; everyone participated in this campaign with full enthusiasm and gave full energy.

Celebrities, Sportspersons and Folk Artists

Be it cricketer, hockey player, or cinema and folk artists, everyone has contributed to this programme their energy and creativity. Under Swachh Sunder Shauchalaya campaign, over 1.3 crore toilets were decorated with beautiful paintings and messages in a month. Films inspired by sanitation like Toilet: EkPrem Katha, GuturGutur Gun, Halka, and Mere PriyaPradhanmantri were made to promote the importance of toilets.

Role of Media

Media played a crucial role in generating mass awareness with sanitation messages. Media widely covered and disseminated sanitation issues, government schemes, events and goals which contributed in transform Swachh Bharat Mission in a Jan Andolan.

SWACHH BHARAT MISSION-Grameen phase II

The main objectives of SBM(G) Phase-II are:

- Maintaining the ODF status of the villages, Gram Panchayats, Blocks, Districts and States over a continued period of time
- Ensuring that people continuously use the toilets built and practice safe and hygienic behaviours
- Ensuring that villages have access to SLWM arrangements for overall cleanliness in rural areas
- Bringing about an improvement in the general quality of life in the rural areas

The SBM(G) Phase II would focus on reinforcing the Jan andolan on sanitation by engaging everyone in the task of sustaining the ODF outcomes achieved and supporting villages with effective SLWM arrangements. The strategy provides flexibility at State and District level regarding implementation of the programme as per their local needs within the framework of Phase II guidelines. The Government of India would provide overall funding support, coordination and monitoring.

SBM(G) is a Centrally Sponsored Scheme with fund sharing pattern between Centre and States being 90:10 for North-Eastern States, Himachal Pradesh, Uttarakhand and UT of Jammu and Kashmir; 100% from Centre for remaining Union Territories (UTs), and 60:40 for other States. State/UT Governments will have the flexibility to provide higher incentive/additional funding from other sources such as 15th Finance Commission Wnts, MPLAD/MLALAD/CSR funds or through convergence with MGNREGS or other schemes of the State or Central Governments, etc.

In order to ensure ODF sustainability, the States/UTs can develop their own mechanism. However, it is advised that at least the following activities may be taken up in the villages:

- Covering new households by providing them access to toilet
- Retrofitting of technologically unsafe toilets
- Faecal sludge management for such toilets where retrofitting not possible
- Continuous engagement of Swachhagrahis for motivating the people to sustain their behaviour change to avoid slip back in usage
- Continue to have provision for NigraniSamitis, morning follow up by officials etc.
- Taking up sustainability verification

SBM-G Phase-II will be a novel model of convergence between different verticals of financing and various schemes of GoI and State governments.

As in the interim report of 15th Finance Commission for 2020-21, 50% of 15th Finance Commission Grants to Rural Local Bodies has been provided as tied grants for water and sanitation and it is expected that the similar kind of funds will be provided in the subsequent years also, 30% of 15th Finance Commission grants has been converged for village level community assets allowed under SBM-G phase II funding.

Besides, the activities allowed under SBM-G, 15th FC grants for sanitation activities can also be used for other SLWM activities, O & M of community assets etc.

MGNREGS funds can also be used for various activities such as construction of soak pits, compost pits, drainage channels, providing labour costs for creation of community assets etc.

For scaling up of GOBAR-Dhan projects, convergence with NNBOMP scheme of Ministry of New and Renewable Energy can be done for households and community level projects and convergence with SATAT scheme of Ministry of Petroleum & Natural Gas can be done for CBG plants. For co treatment of faecal sludge, convergent planning with existing FSTPs set up under GoI or

State governments schemes or established by a Pvt. entity will require to be worked out. SBM(G) phase II programme will also focus on convergence in capacity building and IEC. Self Help Groups (SHGs) may be involved as vehicles for Behaviour Change Communication in convergence with National Rural Livelihoods Mission (NRLM). Training plans for imparting training to Swachhagrahis, other field functionaries and masons may be prepared - at different levels-in convergence with programmes of the Ministry of Skill Development and Entrepreneurship.

SWACHH BHARAT MISSION-URBAN 2.0

BabasahebAmbedekar believed in urban development as a great means of removing inequality.The next phase of Swachh Bharat Mission and Mission Amrit is an important step towards fulfilling the dreams of Babasaheb.

Over the last seven years, the Mission has reached all corners of the country and has changed the lives of countless citizens with its 'people first' focus. The Mission revolutionized the sanitation space in urban India, by providing 100% access to sanitation facilities in urban India. Under it, over 70 lakh households, community and public toilets have been built, thus providing safe and dignified sanitation solutions for all. The Mission has prioritized the needs of women, transgender communities, and persons with disabilities (Divyangs).

The Mission provided access to sanitation facilities which have been improved further through digital innovation such as SBM Toilets on Google Maps where over 65,000 public toilets across 3,300+ cities have been made live. Urban India was declared open defecation free in 2019 following which the Mission has propelled urban India on the path of sustainable sanitation, with over 3,000 cities and over 950 cities being certified ODF+ and ODF++ respectively. Cities are progressing towards Water+ certification under the Water+ Protocol which focuses on treatment of wastewater and its optimum reuse.In the area of scientific waste management, waste processing in India has gone up over four times from 18% in 2014 to 70% today. This has been aided through 100% door-to-door waste collection in 97% wards and source segregation of waste being practised by citizens across 85% wards.

The Mission has been able to bring about a marked difference in the lives of sanitation workers and informal waste workers with over 5.5 lakh sanitation workerslinked to social welfare schemes. The uninterrupted services by frontline sanitation workers played a key role in ensuring the safety of urban India during Covid-19 pandemic. The active participation of 20 crore citizens (comprising over 50% of India's urban

population) in the program has successfully transformed the Mission into a people's movement, a true Jan Andolan through massive IEC and behaviour change campaigns.

Digital enablements such as Swachhata App, the digital grievance redressal platform introduced by MoHUA in 2016, has reinvented the way in which citizen grievance redressal is managed. The App has resolved over 2 crore citizen complaints till date with active engagement from citizens. MoHUA has recently launched the revamped version of Swachhata App 2.0.

Swachh Survekshan, the world's largest urban cleanliness survey covering over 4,000 Urban Local Bodies was initiated under SBM-Urban in 2016. The Survekshan framework has evolved with the years and has today become a unique management tool that accelerates ground level implementation to achieve sanitation outcomes. Swachh Survekshan 2021 was conducted in record time despite the on-ground challenges posed by the pandemic. Over the years, the survey has received over 7 crore citizen feedback cumulatively. Continuous capacity building of state and city level officials was undertaken, with over 10 lakh municipal officials and staff trained on various Mission components.

Now, taking a big leap from the SBM-U's accomplishments, the focus of SBM-U 2.0 in the next 5 years will be on sustaining the sanitation and solid waste management outcomes achieved and accelerate the momentum generated, thus taking Urban India to the next level of 'Swachhata'.

Following will be the key components for implementation under SBM-U 2.0.

The Mission will focus on ensuring complete access to sanitation facilities to serve additional population migrating from rural to urban areas in search of employment and better opportunities over the next 5 years. This will be done through the construction of over 3.5 lakhs individual, community and public toilets. Complete liquid waste management in cities in less than 1 lakh population – a new component introduced under SBM-Urban 2.0 will ensure that all wastewater is safely contained, collected, transported and treated so that no wastewater pollutes our water bodies.

Under the Sustainable Solid Waste Management, greater emphasis will be on source segregation. Material Recovery Facilities, and waste processing facilities will be set up, with a focus on phasing out single use plastic. Construction & demolition waste processing facilities will be set up and mechanical sweepers deployed National Clean Air Programme cities and in cities with more than 5 lakh population. Remediation of all legacy dumpsites will be another key component of the Mission.

It is expected that under Swachh Bharat Mission-Urban 2.0, all statutory towns will become at least ODF+; and all cities with <1 lakh population ODF++. Systems and processes will be in place so that all waste water is safely treated and optimally reused and no untreated wastewater pollutes water bodies. Regarding the Solid Waste Management, it is expected that all cities will achieve at least 3-star Garbage Free certification under SBM-U 2.0.

Special focus will be put on the well-being on sanitation and informal waste workers, through provision of personal protective equipment and safety kits, linkages with government welfare schemes along with their capacity building.

A financial outlay of ₹ 1,41,600 crores has been finalized for SBM-U 2.0, including central share of ₹ 36,465 for the period 2021-22 to 2025-26 which is over 2.5 times the financial outlay of ₹ 62,009 crores in the last phase of the Mission.

The swachhta journey: New targets, new approaches

Swachh Bharat Mission focused on access to sanitation and therefore construction of toilets. The new targets cover the entire sanitation value chain and focus on complete waste treatment and safe disposal

In efforts towards realising the 6th SDG focused on clean water and sanitation, India has unwaveringly implemented strategies to achieve universal access to safe sanitation like never before. The government's flagship sanitation scheme — the Swachh Bharat Mission — has become the world's biggest sanitation drive and enabled India to achieve its target of eliminating open defecation. The toilet coverage in urban

India has increased sharply with more than seven million toilets constructed within a record six years. While the achievement of ODF status was an important stepping stone in the journey, India is now leapfrogging to achieve ODF+ and ODF++ status, which are the next set of targets designed to address the country's safe sanitation management conundrum. The movement to attain ODF status under SBM primarily focused on access to sanitation and therefore construction of toilets. Whereas, these new targets cover the entire sanitation value chain and focus on complete waste treatment and safe disposal.

The government has announced the Urban SBM 2.0 in the Budget 2021-22. With a total financial allocation of over Rs 1.4 lakh crore, the mission will be an exemplar for the world, and especially for South Asian countries working towards safely managed sanitation facilities. The government aims to make all urban local bodies across the country ODF+ and ODF++ certified by 2024-25. To accomplish this, we must leverage the exceptional momentum achieved under the SBM's first phase and give explicit focus to scientific treatment of toilet waste (Faecal sludge). Considering the importance of complete wastewater treatment, the AMRUT scheme of the central government has been driving the rapid establishment of urban wastewater infrastructure in

the country, including the laying of the sewer network. The legacy of sluggish growth in this sector has been effectively broken with SBM being the inflection point. However, as sewer projects are cost and time-intensive, the pace of laying the sewer network could not be in tandem with such a rapid increase in toilet coverage as observed under SBM 1.0. As a result, today, about 60 per cent of toilets in urban areas are attached to non-sewered systems, also known as on-site sanitation systems (OSS). Unlike toilets attached to sewer systems that transport wastewater from households to treatment plants, OSS systems require periodic mechanical emptying and transportation of toilet waste collected in the on-site containment units (septic tanks) attached to toilets. While establishing appropriate sewer networks in cities remains the long-term goal of the government, dedicated strategies for Faecal Sludge and Septage Management (FSSM) are crucial at this juncture.

Even though on-site sanitation systems have been prevalent in India since Independence, the urban sanitation sector never received such dedicated attention as it got after the launch of strategic National FSSM guidelines in 2017. Before SBM, many cities either dumped the faecal sludge at an open ground in the city's outskirts or into the nearest water body/drain, leading to pollution of natural resources. With the government's active efforts in the sector and advocacy around the safe sanitation objectives, the situation has improved multifold. About 950 cities have optimally addressed the concerns of faecal waste management and are already certified as ODF++ cities.

Since the deployment of the National FSSM Policy 2017, many states have showcased exemplary models of FSSM planning at the city level. The need for developing robust business models, promoting private sector participation, leveraging latest technological advancements, and bringing extensive mechanisation in operations of the FSSM sector is well understood. States have leveraged funding from multiple sources, including SBM, AMRUT and the 14th Finance Commission, and have also introduced various policies, legislative frameworks, and guidelines. Non-budgetary sources, including CSR funds and funds from philanthropic organisations, have also provided a significant push in this sector's development.

India's first standalone Faecal Sludge Treatment Plant (FSTP) was constructed in 2015 at Devanahalli, a municipality in Karnataka. Since then, many states have institutionalised FSSM and realised significant achievements in this domain. The government of Uttar Pradesh in partnership with National Mission for Clean Ganga has established an FSTP at Chunar town to protect the river Ganga from faecal contamination. The states of Telangana and Andhra Pradesh have worked on the Hybrid Annuity Model (HAM) of Public-Private Partnership (PPP) for implementing cluster-based FSSM projects covering more than 100 ULBs cumulatively. In 2018, Maharashtra became the first state in the country to implement a schedule desludging based septic tank emptying service through a Performance-Linked Annuity Model (PLAM) in partnership with the private sector. Self Help Groups (SHGs) in Odisha played a crucial role in successful operations of FSSM projects. The model emerged as a well planned inclusive sanitation programme fostering women empowerment in the field of sanitation.

In 2014, less than 20 per cent of the waste was processed. Today we are processing about 70 per cent of daily waste. Now, we have to take it to 100%. Cleanliness campaign is a journey, which will go on continuously. After getting rid of open defecation, the responsibility has increased now. After ODF, the country is now working on the goal of ODF plus. Now we have to improve the management of waste, be it in a city or a village. We have to speed up the work of making wealth out of waste. Cleanliness is a great campaign for everyone, every day, every fortnight, every year, generation after generation. Cleanliness is a lifestyle, cleanliness is a life mantra.

Little by little one walks far – peruvian proverb

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