



Confederation of Indian Industry



CLEAN FOCUS

“SWACHH BHARAT MISSION”

Swachh Bharat Mission

Launched on 2nd October 2014, the Swachh Bharat Mission is a massive mass movement that seeks to engage everyone in the task of cleaning homes, work places, villages, cities and surroundings in a collective quest.

The Corporate sector was especially called upon to get engaged actively in the Mission through CSR.

CII has stayed committed to the Mission and through a number of interventions have been contributing to the movement.



SANITATION FACT SHEET

- India is a country which houses almost 60% of the global population that lives without access to toilets and defecates in the open*
- 50 percent of Indian population does not have access to toilet or does not use them**
- It is estimated that the country will need to build 1542 lakh toilets by 2019 in order to address the nationwide sanitation crisis.**
- The estimated cost for implementing the Swachh Bharat Mission, both capex (till 2019) and operation and maintenance expenses for 10 years, is approximately Rs. 8.93 lakh crores.**
- Improved sanitation can deliver up to Rs 300 in social and economic benefits for every Rs 60 invested because it increases productivity, reduces healthcare costs, and prevents illness, disability and early death.*****
- Health & Sanitation drew INR 1400 crore CSR spends by listed companies in FY 2015***
- Only 29% wards in India's cities have 100% solid waste collection**
- Not even half the toilets built under the cleanliness mission are being used. While just 46% of 95 lakh toilets built in rural India are being used, the figure is barely 50% in urban areas****

* WHO-UNICEF 2015 Joint Monitoring Program.
 ** CII-CPR Report on Swachh Bharat: Industry Engagement Scope & Examples
 *** CSR Tracker by CESD
 **** All-India survey conducted by the National Sample Survey Office (NSSO)
 ***** <http://www.huffingtonpost.in/brian-arbogast/beyond-toilets-swachh-bharat-mission-2-0/>



FOCUS 1 : ENDING OPEN DEFECATION

A. Towards Swachh Vidyalaya

CII launched **Mission Sanitation of Schools (SoS)** – Phase-I in October 2014 to:

- **Evangelise sanitation** in school through member companies
- Undertake **management of the construction and maintenance of toilets** in Government schools through the CII Foundation
- **Collate & share** innovative practices, designs & technology
- **Consolidate & recognise** member companies efforts

- 30 CII Members constructed 4193 toilet blocks in Government schools
- In addition, CII Foundation took up construction of 206 toilet blocks in Chhattisgarh, Bihar and Tamil Nadu

B. Towards Swachh Bharat-Urban: Construction of Public / Community Toilets

CII launched **Mission SoS-Phase II: Public Community Toilets in Urban Areas** to help facilitate the process of engaging and ensuring Industry's participation towards construction of Public / Community Toilets in cities.

- **Mission SoS-Phase II** includes promoting and facilitating industry engagement, especially the private sector, to invest in construction and O&M, through CSR.
- Five companies (Mitsubishi, DCM, Mahindra & Mahindra, J.K Tyres and JCB), joined

hands with CII Foundation for **construction of 15 toilet blocks in Delhi.**

- CIIF undertook Construction of **15 public toilets in and around select railways stations** across seven cities Mumbai Central; Varanasi; Katra; Amritsar; New Delhi; Vijayawada; Lucknow. Donor- IRCTC.

C. Awareness & Behaviour Change

a) Urban - Delhi Sanitation Pilot:

CII Foundation Sanitation Pilot to create and sustain open defecation free status and improve on solid waste management in two slums in South Delhi through community led behaviour change interventions (by March 2017).

b) Rural – Total Sanitation Pilot:

- **Pilot project in Kith and Kund Villages, Tehri Garhwal District, Uttarakhand** to establish open defecation free villages. Through participatory approach the two year project is reaching out to 118 households. Additionally, these water scarce villages are also being provided with potable water through this pilot.
- **Project in 13 villages in Bandipora District, Jammu & Kashmir** to address Health, Disaster risk reduction (DRR) and WASH (Water, Sanitation and Hygiene) Reaching out to more than 11000 people.



FOCUS 2 : PROMOTING CLEANLINES

A. Cleanliness Drives: India@75 Foundation continues its efforts of augmenting and promoting the mission for clean India by organizing regular cleaning drives and awareness campaigns pan India.

India@75 has recorded more than 8000 hours of volunteering towards Swachh Bharat Abhiyan (As on November 2016).

CII State Offices and Yi Chapters have been engaging industry members and other stakeholders towards cleanliness drives,

Swachha pledge and other activities towards mission clean India.

B. Phenk-Mat, Mumbai Cleanliness Campaign Pilot:

A year-long social-awareness campaign on maintaining cleanliness and sanitation in the city by bringing about a behavioural change among Mumbaikars. The project has been taken up in partnership with the Brihanmumbai Municipal Corporation and the state government.

- **Swachhta Pakhwada** (16 to 30 June, 2016) - Mass cleaning drives organized in Delhi and Guwahati and Shillong. More than 2000 volunteers participated.
- **Pan India Swachhta activities** (8 to 14 August, 2016) - 16 cities across 11 States with more than 5000 volunteers. Activities included cleaning drives, sapling plantation, and aesthetic modification of public walls.
- Swachh Bharat **sensitization drives across 22 schools** in Delhi, Indore and Gwalior (5 September 2016). Reached out to 16000 school children & their families.
- A **mega cyclothon** in Varanasi (2 October 2016) to sensitize the masses on Swachh Bharat and undertook a cleaning drive in and around Banaras Hindu University. Art competitions held in 10 schools in Bihar, Rajasthan and Chhattisgarh.



FOCUS 3 : POSITIONING SWACHH BHARAT AS A BUSINESS OPPORTUNITY, NOT LIMITED TO CSR

A. Catalysing a coalition of private players in sanitation in India, together with **International Toilet Board Coalition** with the goal of creating a robust business sector to deliver universal access to sanitation. This seeks to:

- Facilitate private sector engagement and mentorship to sanitation businesses and entrepreneurs serving low-income markets.
- Build awareness around the opportunities in Sanitation sector

In partnership with the Toilet Board Coalition,

hosted the Exhibition cum Summit on Global Toilet Business, Innovation & Investment - Accelerating the Business Opportunity of the Decade, on 15 November 2016 at Mumbai.

B. National Conference on Sanitation - Towards Swachh Bharat: Creating Demand & Building Partnerships (September 2015).

C. CII-CPR Report on “Swachh Bharat: Industry Engagement- Scope & Enterprise” The Report maps the scope and opportunities of private sector engagement and also profiles 16 innovative sanitation initiatives.

