

Research Article

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An Empirical Study of the Impacts of the Swachh Bharat Abhiyan

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Abstract

Keywords

Awareness,
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One of India's greatest cleanliness campaigns, the Swachh Bharat Abhiyan (SBA) was introduced on the second of October in 2014 with the purpose of eradicating open defecation and enhancing sanitation. The goal of the Indian Swachh Bharat Abhiyan was to fabricate the country healthier and cleaner. Moreover, aside from building sanitary infrastructure, the campaign focused on changing citizens' behaviour patterns. Promoting hygiene, sanitation, and cleanliness nationwide is the primary objective. Enhancing waste management, eliminating open defecation in India, and increasing consciousness of the importance of cleanliness are its main objectives. According to The Times of India, India has resulted in great progress in fulfilling the objectives of the Swachh Bharat Abhiyan (Clean India Mission), a nationwide initiative that seeks to end open defecation, enhance Controlling garbage, both solid and liquid, and encourage hygienic practices across metropolitan and rural regions. This study presents an empirical examination of the effects of Swatch Bharat Abhiyan in a number of areas, including behaviour, waste management, sanitation, health, the environment, and socioeconomic factors. The results are supported by worldwide reports, scholarly research, independent surveys, and official data. Improvements to sanitation infrastructure and awareness-raising have been greatly accelerated by the Swachh Bharat Abhiyan. Even though there exists evidence that the program improves health, hygiene, and economic welfare, the sustainability of the campaign during the course of time will depend on people's continued efforts to Change the way they behave and sustain the infrastructure.

Introduction

A nationwide initiative, Swachh Bharat (also known as Swachh Bharat Abhiyan, "Campaign Clean India") encompasses a total of 4041 statutory municipalities in India with the intention of cleaning up the country's streets, roads, and infrastructure. One of Prime Minister Narendra Modi's most notable programs is the Swachh Bharat Abhiyan, can also be referred to as the Clean India Mission. The objective here is to motivate cleanliness, hygiene, and sanitation throughout the country. This is the organization's name. The Swachh Bharat Abhiyan has a number of major goals, the most important of which are the destruction of things include managing solid waste, building bathrooms, and open defecation, and the behaviour modification of residents with regard to hygiene procedures. Along with to concentrating on urban regions, the main objective of this program is to enhance the restrooms that are found in rural regions. Numerous facets of society, such as government agencies, non-governmental organizations (NGOs), business organizations, and individual people, have shown a substantial amount of interest and cooperation in this endeavour.

In order to make the Swachh Bharat Abhiyan a widespread movement across the country, the Prime Minister underlined that people shouldn't litter and should not allow others to litter. The primary slogan of the Swachh Bharat initiative is "Pick up the broom to clean the dirt." "Na gandagikarenge, Na karnedenge" was the slogan that he reportedly recited. The Swachh Bharat Mission received 1,41,678 crores rupees in the Union Budget for 2021. Every citizen in India should possess access to hygienic water for drinking and basic sanitation services including toilets and systems for disposing regarding both liquid and solid waste as part of the Swachh Bharat Abhiyan initiative.

Objectives:

1. To know the awareness of cleanliness and importance of Swachh Bharat Abhiyan in India.

2. To examine the effect of Swachh Bharat Abhiyan Across Sectors.

Review of Literature

The study emphasizes that although Swachh Bharat Abhiyan knowledge and perception are largely favourable, actual participation and sanitation practices are still poor. It examines numerous studies that demonstrate advancements in awareness and infrastructure, but it also highlights difficulties such as inadequate execution, little behavioural change, and problems with solid waste management. Below are a few of the most significant evaluations pertaining to the subject.

In the International Journal of Advanced Community Medicine, **KA Refahy and Amir Alsarhan** conduct research on the evaluation of sanitation and hygiene practices in the context of the "Swachh Bharat Abhiyan" (January 1, 2021). Based on in-depth academic research and field surveys, the study examines the effects of the Swachh Bharat Abhiyan, emphasizing advancements in sanitation and hygiene practices while also examining issues and results through socio-cultural, economic, and environmental dimensions.

Velu Madhankumar, Kadirvelu Udhayabashkaran, and Samraj Arularasan are the projects that they are interested in the Influence of the Swachh Bharat Abhiyan on the health behaviour patterns of rural dwellers in India, both in terms of their knowledge and their impression of the initiative. It is the 25th of December in 2022. Among the 250 rural people who participated in the survey, knowledge and perception of the Swachh Bharat Abhiyan were evaluated. The results showed that 56.8% of the participants had good knowledge and 69.6% had positive opinions. However, the actual implementation of sanitation measures was low, which indicates that there is a gap in behaviour change.

Understanding the Achievements and Difficulties of the Swachh Bharat Abhiyan in India: An Extensive Review of Research Studies was the main topic of **Ila Sharma's** presentation on February 27, 2024. In addition to addressing issues like poor implementation and a lack of societal cooperation, the paper examines numerous studies that highlight the effects of the Swachh Bharat Abhiyan, pointing to notable achievements like the rise in the number of homes building toilets and the attainment of Open Defecation Free status in several states.

On September 1, 2019, **Paul T. Francis and Amrita Das Mavila** discussed the effects of the Swachh Bharat Abhiyan on the people of Cochin Corporation. Solid waste disposal was identified as a major concern in the study, which evaluated the effects of Swachh Bharat Abhiyan in Cochin Corporation. It found that just 24% of locals reported a favorable impact on sanitation, while 30% of inhabitants were uninformed of the program.

On December 29, 2024, **Mr. Sumit Kumar Rohit** conducted a comprehensive analysis of digital media as a potent instrument for increasing public awareness of the Swachh Bharat Abhiyaan. An empirical analysis of the effects of the Swachh Bharat Abhiyaan is not included in the publication. Rather, it examines critically how digital media might be used to increase public awareness and encourage participation in the campaign.

The study "A Study on the Impact of Sanitation Program and Its Campaign: With Special Reference to Swachh Bharat Abhiyan" is examined by Pooja Singh Kashia and Rachana Gangwar on January 1, 2019. The Swachh Bharat Abhiyan successfully solves sanitation concerns by raising awareness, enhancing facilities, and guaranteeing appropriate monitoring from toilet construction to usage, according to the study's meta-analysis of numerous research articles and WHO reports.

Methodology

The researcher uses secondary data it includes government reports, official statistics from the Swachh Bharat Mission portal, Census data, and reports from organizations like WHO and UNICEF, etc. These data sources help in analysing the impact of Swatch Bharat Abhiyan on various sectors in Indian economy.

Details of the study:

Mahatma Gandhi's principles serve as a foundation for the quest for a clean India. He underlined that sanitation and cleanliness are vital to the advancement of the country. Gandhi thought that independence was less significant than hygiene. Significant obstacles persisted in post-independence India in spite of numerous sanitation programs. The foundation was established by projects like the 1999 Total Sanitation Campaign and the Program for Central Rural Sanitation (1986). But the necessity for a more thorough strategy prompted the Swachh Bharat Abhiyan to be introduced in 2014. This signalled a dramatic change toward a mass movement that included all citizens. Among the most crucial and well-liked programs.

The governing authority of India has started to encourage hygienic practice and cleanliness throughout the nation is the Swachh Bharat Abhiyan, also called the Clean India Mission. To commemorate Mahatma Gandhi's vision of a clean and hygienic India, Prime Minister Narendra Modi formally launched it on October 2, 2014. Gandhi was adamant that a clean nation was just as crucial as independence, and our project seeks to realize his vision.



Every person is encouraged to actively participate in the Swachh Bharat Abhiyan, which is not merely a government project. The behaviours of a nation's citizens determine how clean it is. People are urged by the campaign to maintain a clean environment, refrain from littering, and take ownership in keeping public areas clean. In an effort to increase public awareness of the importance of sanitation and hygiene, the Swachh Bharat Mission runs a number of different programs and campaigns. In an effort to increase

awareness among the general public about the value of cleanliness and the making use of appropriate sanitation procedures, these initiatives include community participation, educational activities, and campaigns in the mass media. Because of the implementation of numerous programs and campaigns, a number of several cities in India have achieved a state of cleanliness. The twelve cities in India that are considered to be the cleanest, ranked and awarded according to their population.



Source: Data accessed from PIB | Report: 9th edition of Swachh Survekshan (SS)

Individuals have been informed of the necessity of cleanliness through the course of actions of numerous schools, institutions, and neighbourhood associations that have conducted cleaning drives and events. An enormous number of individuals have been motivated to join the campaign as a result of the backing of public celebrities, especially film stars. The use of hashtags such as #MyClean India to encourage residents to join in the campaign has been a significant contributor to the dissemination of information through social media forums. For the purpose of disseminating the message of Swachh Bharat, an assortment of activities, including cleanliness rallies, poster-making competitions, and awareness programs, have been held by educational institutions, colleges, and workplaces in all these cities.

The primary goal of the Swachh Bharat Abhiyan is to raise awareness of the value of cleanliness and motivate people to keep their surroundings

sanitary. The campaign's main objectives are to ensure appropriate waste management, promote sanitation and hygiene, and end open defecation. Moreover, it promotes the installation of restrooms in homes and public settings, particularly in rural locales with restricted access to sanitary facilities.

The objective of the Swachh Bharat Abhiyan was to strengthen the level of cleanliness and sanitation throughout the entire country of India. A number of the empirical investigation has been carried out to investigate its impact on a variety of issues, including public health, sanitation infrastructure, and behavioural changes of individuals. In most cases, research evaluates results such as the reduction of open defecation, the improvement of waste management systems, and the overall health benefits to communities. Following is a discussion of the particular findings or facts that were acquired from these investigations.

Empirical Impact of Swachh Bharat Abhiyan Across Sectors

Aspect	Key Achievements/Findings	Sources
Sanitation & Open Defecation	100M+ toilets built; rural sanitation coverage rose from 38% (2014) to 98% (2019); 50% reduction in water contamination in ODF villages	Govt. Reports, UNICEF (2019)
Health & Hygiene	300,000+ lives potentially saved; reduction in diarrheal diseases; improved child growth	WHO (2018), World Bank, RCTs .
Behavioural Change	Increased awareness through media and community efforts; youth-driven change; inconsistent usage in some areas	MIT J-PAL, RICE Institute
Waste Management	Door-to-door collection improved; better segregation in cities like Indore, Mysuru; yet gaps remain	Municipal Data, SBM Dashboard
Environmental Impact	Cleaner public spaces; visible waste reduced in satellite data; less soil and water contamination	ISRO/NASA satellite data
Economic & Social Impact	\$50B in annual economic benefit; better school attendance for girls; improved privacy and dignity for women	World Bank, Field Surveys

Source:WHO(2018),WorldBank, RCTs .

It is of the utmost importance to uphold appropriate sanitary procedures to protect the state of health and welfare of the general people. The role of sanitation in halting the disperse of illnesses, enhancing personal hygiene, and lowering medical expenses is acknowledged by the Swachh Bharat Mission. To eradicate open defecation throughout India is one among the main goals of the Swachh Bharat Mission. In addition to posing health dangers, open defecation jeopardizes people's safety and dignity, particularly for women. To provide easy access for everyone to adequate sanitary facilities, the objective encourages the construction of both private and public restrooms. All inhabitants will live in a cleaner and healthier environment thanks to the mission's emphasis on sanitation. Districts that were designated Open Defecation Free (ODF) experienced improvements in hygiene indices and a decrease in faecal pollution of water, according to a 2019 UNICEF report. Although independent surveys (such as those conducted by the RICE Institute) showed success, Additionally, they highlighted the fact that there was inconsistency in the behavioural shift and that some people continued to defecate in the open even after having access to a toilet. The safety and dignity of women have also been enhanced by the Swachh Bharat Abhiyan. Women no longer need to travel to remote locations, particularly at night, because restrooms are now found in both public and residential settings. Because of this, more girls are going to school, and they are also better able to manage and control their periods.

Sanitation improvements lead to reduced diarrheal diseases, child mortality, improved growth, and nutrition, as evidenced by World Bank and WHO reports and a randomized control trial in Odisha. The shift in public attitudes towards sanitation and cleanliness is influenced by mass media, celebrity endorsements, and community-based monitoring. However, long-term usage is more likely when communities participate in awareness campaigns, highlighting the need for infrastructure. Urban waste management efforts aim to improve collection and segregation, with push for door-to-door collection, source segregation, and composting. Municipal data in

Tier-2 and Tier-3 cities shows better waste collection coverage, but challenges remain in consistent segregation and scientific processing.

Environmental impact includes cleaner public spaces, reduced waste, increased hygiene awareness, and improved air and water quality. Economic and social impact includes improved sanitation, leading to increased school attendance, time and health cost savings, and estimated \$50 billion annual economic benefits from improved sanitation. Women reported increased dignity, safety, and privacy due to toilet access. Satellite imagery studies show visible reductions in waste accumulation in certain regions. Over 100 million toilets have been built as a result of the Swachh Bharat Abhiyan, which has greatly decreased open defecation in India. As a result, illnesses including cholera, typhoid, and diarrhea have decreased in frequency. Better sanitary facilities have reduced medical costs while improving the health of adults and children. The campaign has also raised people's awareness of hygiene and cleanliness, making them more mindful of keeping streets, public areas, schools, and homes clean. In an effort to promote a clean atmosphere, workplaces and educational institutions have also taken part in cleaning programs.

Additionally, the program has improved the environment. People are becoming more cautious about their waste management practices due to increased awareness of waste segregation, composting, and minimizing the usage of plastic. Cleaner streets and less pollution are the results of numerous urban regions' enhanced trash collection and disposal systems. In the long run, Swachh Bharat has helped the environment by encouraging people to recycle more and consume less single-use plastic. Economically speaking, the mission has created new prospects. Particularly in rural areas, jobs have been generated by the installation of restrooms and the expansion of sanitation infrastructure. Tourists love clean, well-maintained sites, therefore clean cities also draw more visitors. This increase in tourism contributes to local communities' and businesses' revenue. With the overwhelming support of the populace, Swachh Bharat Abhiyan

has evolved into a "Jan Andolan." Large crowds of citizens have also shown up and made promises for a tidy and cleaner India. The Swachh Bharat Abhiyan's introduction has made it commonplace to sweep the streets with a broom, pick up trash, concentrate on sanitation, and keep the surroundings tidy. The idea that "cleanliness is next to godliness" has gained traction as people begin to participate.

Conclusion

India's sanitation and cleanliness situation has significantly improved because to the Swachh Bharat Abhiyan's all-encompassing strategy. For India to be truly clean, the mission must keep changing, tackling obstacles and seizing chances. It is possible to realize Mahatma Gandhi's dream of a Swachh Bharat and advance the country's holistic development by working together for a long time. Everyone in India should get involved and teach the literate and illiterate to be cleaner, because SBM is a worthy cause with important aims and objectives. However, there are some problems with funding, implementation, and awareness that need fixing. Apart from to being a mission to clean up the country, the Swachh Bharat Abhiyan is also a movement that aims to bring about change. All aspects of society are impacted by its advantages, including the enhancement of health and the empowerment of women, the creation of jobs, and the protection of the environment. Through the program, millions of people have been motivated to take responsibility for their surroundings and make a

contribution to making India a better and cleaner place. In order to preserve these advances, each and every person must continue to take an active role in the process and view cleanliness as a collective responsibility.

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