

## **Note on Swachh Bharat Mission (Grameen) Phase-II for International WASH conference**

**1. Background:** SBM(G) was launched on 2nd October 2014, by Hon'ble Prime Minister of India Shri Narendra Modi, with the aim of eliminating open defecation and achieving ODF status by 2nd October 2019, as a fitting tribute to Mahatma Gandhi on his 150th birth anniversary. The focus of the programme was to bring about behavioural change among the people so that they adopt safe and hygienic sanitation practices. SBM(G) transformed itself into a true Jan Andolan - with people from all spheres of life contributing to make the programme a success.

Having achieved the ODF status, Phase II of SBM(G) was launched with effect from 1st April 2020, with the focus on ODF sustainability with Solid & Liquid Waste Management (SLWM) and visual cleanliness in villages i.e. to convert villages from ODF to ODF Plus (Model). The programme has been extended up to FY 2026-27.

### **2. Components of SBM (G) Phase II are:**

- Construction of Individual Households Latrines (IHHL)
- Construction of Community Sanitary Complex (CSCs)
- Solid Waste Management (SWM)
- Liquid Waste Management (LWM)

### **3. Key Highlights:**

As reported by the States/UTs on the SBM(G) IMIS portal till January 12, 2026:

- More than 12 crore Individual Household Latrines (IHHL) and 2.68 lakh Community Sanitary Complexes (CSC) have been constructed since October 2, 2014.
- Over 4.93 lakh (**84%**) villages are declared as ODF Plus (Model)
- More than 5.28 lakh (**90%**) villages reported as having arrangements for Solid Waste Management
- 5,334 (**75%**) Blocks have arrangements for Plastic Waste Management.
- Over 5.44 lakh (**93%**) villages reported as having arrangements for Liquid Waste Management.
- Under GOBARdhan, 977 community- based biogas plants are functional.

### **4. Special Events/Campaigns-**

- **India's WASH Innovations at World Economic Forum 2025:** India showcased its rural WASH achievements at the World Economic Forum 2025 in January, 2025 at Davos through a discussion titled 'India's WASH Innovation: Driving Global Impact in Climate and Water Sustainability,' Shri C. R. Patil Hon'ble Union Minister of Jal Shakti delivered the keynote, presenting India's journey in implementing the Swachh Bharat Mission (Grameen).

- **DDWS at the UNC Water and Health Conference 2025:** Secretary, DDWS, Sh. Ashok K. K. Meena delivered a presentation on India's Rural Water Programming at the UNC Water and Health Conference 2025 in North Carolina, USA. His address began with a short film showcasing India's Rural WASH journey. He also joined a global panel discussion on "The Role of the State" in leading WASH. He shared how strong national leadership has driven India's rural WASH transformation.
- **Swachhata Hi Seva (SHS) 2025: (17th September-2nd October 2025):** Swachhata Hi Seva (SHS) is a pivotal campaign under the Swachh Bharat Mission, launched by the Hon'ble Prime Minister Shri Narendra Modi in 2017. This annual campaign emphasizes the importance of active citizen involvement or Jan Bhagidari in creating a cleaner and healthier nation. SHS 2025 was held from 17th September - 2nd October 2025 on the theme of 'Swachhotsav' / स्वच्छोत्सव - focusing on clean and green festivities and zero-waste community celebrations.

The five key pillars of SHS 2025 were:

- i. Transformation of Cleanliness Target Units (CTUs)
  - ii. Clean Public Spaces
  - iii. Safai Mitra Suraksha Shivar
  - iv. Clean Green Festivities
  - v. Advocacy for Swachhata
- **Ek Din, Ek Ghanta, Ek Saath- 25<sup>th</sup> September 2025:** Guided by Hon'ble Prime Minister Shri Narendra Modi's, call to the nation to participate in the Swachhata Hi Seva 2025 through the nationwide Ek Din, Ek Ghanta, Ek Saath" shramdaan (Figure 9), DDWS, Ministry of Jal Shakti, under the leadership of the Hon'ble Union Minister for Jal Shakti, Shri C R Patil and the Hon'ble Minister of State, Shri V Somanna, organized a large-scale shramdaan activity at Kalindi Kunj, Yamuna Ghat, New Delhi as part of the nationwide campaign "Ek Din, Ek Ghanta, Ek Saath" under SHS 2025
  - **Swachh Bharat Diwas (2nd October):** DDWS, Ministry of Jal Shakti, observed Swachh Bharat Diwas with a collective shramdaan for cleanliness by all senior officials of the Department on the premises of CGO Complex, New Delhi, on 2nd October 2025 – a day that commemorates the birth anniversary of Mahatma Gandhi and former Prime Minister Shri Lal Bahadur Shastri.
- **Hamara Shauchalay, Hamara Bhavishya 2025:** Campaign was launched by the DDWS, Ministry of Jal Shakti across all States and UTs on World Toilet Day (November 19th, 2025) and concluded on Human Rights Day (10th December 2025). Hamara Shauchalay, Hamara Bhavishya led to repair and beautification of more than 1 lakh Individual Households Toilets (IHHLs) and over 550 Community Sanitary Complexes (CSCs). The campaign reported over 49,000 IEC/BCC events which saw the participation of over 32 lakh individuals. The key objectives of the campaign were:
    - Enhancing functionality and undertaking repairs of CSCs and IHHLs
    - Assessing and strengthening existing O&M systems for community toilets

- Promoting and encouraging communities for aesthetic upliftment of their CSCs and IHHLs
- Awareness generation in the community and especially in schools regarding (i) importance of sanitation and hygiene for the individual, the community and the country (ii) safe handling of faecal waste, including retrofitting or moving towards community faecal sludge management arrangements (iii) Climate Resilient Sanitation and Service Delivery Protocol.
- Jan Bhagidari to reinforce collective responsibility for Sampurna Swachhata

- **Vision for Sujalam Bharat Summit:** Based on Hon'ble Prime Minister's address during the Fourth National Conference of Chief Secretaries in December 2024, various Departmental Summits were conducted during the year, each anchored by a Union Ministry and coordinated by NITI Aayog—to derive actionable insights from the ground and strengthen inter-ministerial convergence.

Of these the Vision for Sujalam Bharat Summit was anchored by Ministry of Jal Shakti wherein one of the themes included was Greywater management. For this, DDWS organized a focused workshop on “Greywater management & reuse.” The workshop held on 22nd September 2025 brought together over 500 stakeholders from States/UTs, technical agencies, and civil society to deliberate on challenges such as policy gaps, technical capacity, and financing, while promoting the 3R approach—Reduce, Reuse, Recharge—under SBM(G) Phase II.

The inputs and learnings from this workshop were presented during the Vision for Sujalam Bharat Summit on 29th November 2025 at New Delhi. Best practices of Jharkhand, Gujarat, Maharashtra & Punjab were presented during the Summit by State officials and SHG partners who were implementing these measures for GWM. The session emphasized that greywater should be considered as a valuable resource rather than waste. Collective effort, innovation, and participation were deemed essential to make this a priority for Viksit Bharat.

### **5. Impact of SBM(G)**

- **NITI Aayog evaluation of SBM (G) Phase II:** Noted that 96% of villages achieved ODF Plus status by March 2025, reflecting strong behaviour change, higher toilet usage, and improved hygiene. The report recommends sustaining operations and maintenance, enhancing convergence with allied schemes, boosting community participation and IEC efforts, and addressing infrastructure gaps to ensure long-term, equitable rural sanitation.
- **2024 Joint Monitoring Programme (JMP):** Report by WHO/UNICEF notes that 67% of India's rural population now practices safe sanitation i.e., either in-situ treatment through twin pit toilets or linked to STPs/FSTPs and that the country reduced open defecation by 676 million people. This remarkable progress highlights the transformative impact of the Swachh Bharat Mission.