

Community Swachh Bharat Program (CSBP)

Agents of Change *Building Positive Communities*





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Building Positive Communities Project (BPCP)

Community Swachh Bharat Program (CSBP)

“Cleanliness is next to godliness.”

1.0 Introduction

PARD INDIA takes pride in its active participation in the “Swachh Bharat Mission” launched on 2nd October 2014, India's largest cleanliness drive to date, with millions of government employees, students, and communities from all parts of India participating in cities, towns, and villages across the nation.

Our participation and impact are much beyond the coverage of Swachh Bharat, as we work for not only an Open Defecation society and Cleanliness but also make an impact on Clean Water, Elimination of Single-use Plastic, Swachh Village & Smart Village, Swachh Schools, Plantation drives, connecting the students and the marginalized communities from rural areas to the global platform and UN’s Sustainable Development Goals of 6.



2.0 Brief About Swachh Bharat Mission

Open defecation and contamination of drinking and bathing water have been endemic sanitary problems in India. In 2014, India was the country with the highest number of people practicing open defecation, around 530 million people.

Swachh Bharat Mission (SBM) or **Swachh Bharat Abhiyan (SBA)** or **Clean India Mission** is a country-wide campaign initiated by the Government of India in 2014 to eliminate open defecation and improve **solid waste management (SWM)**.

The Government of India has initiated Phase 1 of the mission, aimed to achieve an "open-defecation free" (ODF) India in all villages, Gram Panchayats, Districts, States, and

Union Territories by constructing over 100 million toilets in rural India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi. The objectives of the mission's first phase also included eradicating **manual scavenging**, generating awareness and bringing about a **behavior change** regarding **sanitation** practices, and augmentation of capacity at the local level.



Phase 2 of the mission is implemented between 2020-21 and 2024-25. The mission's second phase aims to sustain the open defecation-free status and improve the management of solid and liquid (termed as **open defecation-free+**, which implies the operation and maintenance of toilets and safe containment, transportation, and treatment of fecal sludge). The mission aims to achieve **Sustainable Development Goal Number 6** by 2030.

3.0 Community Participation crucial for the success of the Swachh Bharat Mission

Community Participation is one of the core activities of the Swachh Bharat Mission to achieve the envisioned goal of the program. Despite the increased focus under the Swachh Bharat Mission on improving sanitation services, a gap exists between what communities require and what the government provides. This gap can only be filled if the end-user or beneficiary is part of the assessment and implementation process. Communities must have a central role if sanitation efforts are to be effective and sustained.



With citizens now becoming active participants in cleanliness activities nationwide, the dream of a 'Clean India' once seen by Mahatma Gandhi has begun to take shape.

People from different sections of society have joined this mass movement for cleanliness. Government officials to jawans, Bollywood actors to sportspeople, industrialists to spiritual leaders have lined up for the noble work. Millions of people nationwide have been joining the daily cleanliness initiatives of government departments, NGOs, and local community centers to make India clean.

4.0 About Our “Community Swachh Bharat Program (CSBP)”

We are a part of Swachh Bharat's actions at ground level. Our volunteers, the “**Swachh Bharat Soldiers**” are active across Andhra Pradesh & Telangana states in rural and urban areas in promoting the objectives of the Clean India mission. Our significant activities covered under the “Community Swachh Bharat Program (CSBP)” are here below:

Project Code	Major Activities covered under Community Swachh Bharat Program (CSBP)
BPCP-04	<ul style="list-style-type: none"> • Sanitation & Cleanliness drives under “Clean & Green” Campaigns • Campaign for “Use In-House Toilet” for Open Defecation Free Society • Campaign for “Green Challenge” for Plantation by every individual • Campaign for “Clean Water,” including Water Conservation and Reclamation of Polluted and eroding Lakes. • Campaign for “Green Burial” Grounds • Campaign for “Free from Plastic Pollution” for elimination of Single Use plastic • Campaign for “Waste (Solid & Liquid) Management” in rural areas • Climate Change Initiatives, Green Walks, Rallies for Save the Environment & Earth, etc. • Promoting Smart Villages and Swachh Villages • Connecting communities to the UN’s SDG Goal 6, “Ensure access to water and sanitation for all.”



5.0 PARD INDIA initiatives under “Community Swachh Bharat Program (CSBP)” & Impact

PARD INDIA has been undertaking the following major initiatives under the “Community Swachh Bharat Program (CSBP)” in rural & urban areas as part of nationwide participation in the mass movement of Clean India:

- ✓ Create a door-to-door campaign on the harmful effects of “**Open Defecation**” practices and bring cultural change in the habits of rural folk in using in-house toilets.
- ✓ Promoting the health benefits of “**in-house toilets**” and awareness of the available government schemes facilitating them to utilize such funds to construct toilets in their homes.



✓ Organizing debates, essay writing, and drawing competitions in primary, high schools, and colleges, inspiring the young minds on “**Swachh Bharat**” initiatives – Swachh Vidyalaya.

✓ Carrying out community-driven total sanitation programs involving households cleaning their own houses, streets, public places, etc., and impacting the collective **behavior** of an entire community.

✓ Campaign for **Clean Drinking Water** and prevention of contamination in the water supply. Also, it joins hands with the local

people and government agencies in saving the water ponds and lakes from pollution.

- ✓ Advocacy role for the government in considering the construction of overhead tanks with necessary pumping systems for **flushing out the toilets** (in-house/school/public) and connecting sewage to the proper **drain network**.
- ✓ Support village administration in improving cleanliness levels through solid and liquid waste management, making villages clean and sanitized.
- ✓ Campaign for the elimination of single-use plastics. Also, promote low-cost technology for plastic recycling.
- ✓ Campaign for plantation, a minimum of 5 plants in a year by every individual under “**Green Challenge**.”



- ✓ Organizing Green Walks and Rallies connecting students, youth, and local communities with the global efforts of “Save Earth” and “Save Environment,” etc.
- ✓ Promoting “Green Burial Ground” concepts to improve the rural people’s environment and quality of life on the pattern of modern cemeteries.
- ✓ Promoting “Smart Village” or “Swachh Village,” emphasizing healthcare, sanitation, clean water quality education, etc., and inviting partners to participate in the mission to transform village life.
- ✓ Participating in the Universities / Colleges / Corporations forums and sharing the experiences gained at ground level with the participants.
- ✓ Promoting “Mud Ganesh” idols instead of “Clay Ganesh” to save from water pollution.
- ✓ To accelerate the sanitation drive in rural areas to achieve the vision of [Swachh Bharat](#) and the UN’s [Goal 6 of SDG](#) of **Universal Sanitation** by 2030.

**PARD INDIA have given life to about
10,542 new trees
as on 31st March 2023 since 2011**



“Clean India, beautiful India”
“Be clean and keep India clean”

Write to us for partnership opportunities at info@pardindia.org