

Engaging Local Bodies in Swachata Aandolan: A Collaborative Approach

Florin Shelomith Soans^{1*}, Hazrath Saheb Nadaf²

^{1*} Assistant Professor Department of Economics, St. Aloysius College (Autonomous) Mangalore-575003

² Research Scholar, Department of Studies and Research in Sociology, Tumkur University, Tumakuru- 572103

Abstract:

Sanitation in the current dynamic economic and environmental circumstances has economic significance and is one of the major roles and components of sustainable development. Swachata Aandolan is a campaign started by the Government of India (GOI) as a massive mass movement to initiate the theme of cleanliness throughout India. This campaign was launched in seeking a way to create a Clean India to complete the vision of Mahatma Gandhi who dreamt of making India a clean India and always put his hard efforts towards Swachata in the Indian context. Mahatma Gandhiji was an eminent leader who played a prominent role in the aspiration of decentralization. In the decentralised administration role of local bodies in sustainable local development is significant. Even in Swachata Aandolan for their success, there is a need to network the partnership between the local bodies, civil society organizations, and the private sector. With this background, this research paper aims to provide a discussion on the role played by local bodies in implementing funds for health, sanitation, and hygiene programs

Keywords: Local bodies, Development, Sanitation, Swachata Aandolan, Sustainability

Introduction:

Sanitation in the current dynamic economic and environmental circumstances has economic significance and is one of the major roles and components of sustainable development. Swachata Aandolan is a campaign started by the Government of India (GOI) as a massive mass movement to initiate the theme of cleanliness throughout India. This campaign was launched in seeking a way to create a Clean India to complete the vision of Mahatma Gandhi who dreamt of making India, “a clean India” and always put his hard efforts towards Swachata in the Indian context. Mahatma Gandhiji was an eminent leader who played a prominent role in the aspiration of decentrali*ation. In the decentrali*ed administration role of local bodies in sustainable local development is significant. Even in Swachata Aandolan for their success, there is a need to network the partnership between the local bodies, civil society organi*tions, and the private sector. With this background, this research paper attempts to provide a discussion related to Swachata Aandolan as one of the paramount efforts of the local bodies in the purview of development.

Review of Literature:

Engaging local bodies in Swachata Aandolan has been recognized as a critical element in promoting cleanliness and sanitation across India. This collaborative approach aims to involve local government entities in the implementation and success of the Swachata Aandolan campaign. The literature highlights the significance of mobilizing local bodies, such as municipal corporations, panchayats, and other decentrali*ed institutions, to drive community participation and ownership of cleanliness

initiatives. Several studies have emphasized the pivotal role of local bodies in fostering sustainable local development through active involvement in Swachata Aandolan. These entities are uniquely positioned to understand and address specific sanitation challenges within their communities, making them essential partners in the success of the campaign. Through their local knowledge and proximity to the grassroots, local bodies can facilitate the effective implementation of sanitation programs and initiatives. Furthermore, the literature underscores the importance of collaborative engagement between local bodies, civil society organizations, and the private sector in advancing the goals of Swachata Aandolan. Partnerships between these stakeholders are essential for leveraging resources, expertise, and knowledge to address sanitation issues comprehensively. The success of the Swachh Bharat Mission, a flagship cleanliness initiative, further underscores the transformative potential of collaborative engagement between local bodies and other stakeholders. Moreover, the literature emphasizes that a collaborative approach involving local bodies can lead to sustainable and long-term impact in promoting cleanliness and hygiene practices. Swachata Aandolan can achieve greater community participation and behavioural change by empowering local entities to take ownership of sanitation initiatives. Additionally, involving local bodies in the planning, executing, and monitoring of sanitation programs can ensure that interventions are tailored to local needs and context-specific challenges.

Sustainable Development in India is based on a centuries-old tradition of living in harmony with nature and all its elements and a commitment towards sustainability. In the old civilization of India (Sindhu Valley), toilet construction and waste management are based on scientific methods. This is not a borrowed concept from the West. Sustainable Development is recognized as a major force for change in India, which is reflected in its policies, programs, and other government and non-government initiatives. The Sustainable Development Goals (SDGs) emphasize the importance of sanitation, cleanliness, and hygiene. Swachh Bharat Mission is important in achieving the Sustainable Development Goals and the fight against plastic use. Swachh Bharat Abhiyan acts as a catalyst for sustainable development. The successful implementation of Swachh Bharat Abhiyan during the first phase of its implementation. The mission's success has demonstrated that it is a true game-changer in the field of sanitation and hygiene. The success stories scripted under Swachh Bharat Abhiyan over its 7-year journey have poised India for its leap into the next level of 'Swachata' i.e., Swachh Bharat Abhiyan Urban 2.0 and Swachh Bharat Abhiyan Grameen Phase II. The researcher also explored the expected outcomes of Swachh Bharat Abhiyan Urban 2.0 and the objectives of Swachh Bharat Abhiyan Grameen Phase II. In addition to it, the study manifested educational implications of Swachh Bharat Abhiyan (**Juhi Gupta**)

Bakshi and Gupta (2022) explored the responsible environmental behaviour of postgraduate students regarding their gender, stream, and locale under Swachh Bharat Swachh Vidyalaya. The study's findings and conclusions demonstrated that there is no substantial variation in post-graduate students' environmentally responsible conduct according to gender, stream, or location. The investigators concluded that young pupils must be taught about the environment and instilled with environmentally responsible conduct.

Devi, Gupta, and Bakshi (2022) explored the Indian vision for Education for Environmental Sustainability (EDS) and found that it is based on long-term sustainability, which stems from centuries of living in harmony with nature. Education for Environmental Sustainability (EESD) must be entrenched in all educational activities so that awareness leads to comprehension and understanding leads to action.

Yadav and Naidu (2018) found that the majority of the participants were aware of SBA and its goals, and the majority of them had a positive attitude and perspective of SBA. Despite the majority of people having a favorable opinion, only 25.98 percent have participated in SBA activities, and television and newspapers were determined to be the primary sources of information. Open-field defecation was chosen by 26.52 percent of the participants, and 34.75 percent of the participants disposed of solid waste in communal bins. People who were aware of SBA were substantially more likely to dispose of solid trash in communal bins and to wash their hands with soap and water.

Joshi and Tiwari (2020) investigated the primary elements that contributed to the Swachh Bharat Mission's success or failure, and their findings found that sufficient sanitation facilities were not provided to the population. The majority of the population even needs basic sanitation knowledge, and when it comes to hygiene practices, individuals are lacking in basic hygiene skills, such as clean drinking water. Also lacking was a facility for the safe disposal of solid waste, which society requires. The study also found that political pressure hurts the Swachh Bharat Mission's execution.

Ranga and Majra (2016) conducted a SWOT analysis of Swachh Bharat Abhiyan. As a result, the situational analysis was carried out by studying the relevant literature. Its key advantages were the finance arrangements, technological advancements, and state flexibility in program implementation. Toilet construction without demand creation, the caste system, the political system, the voluntary rather than mandatory nature of the campaign, and a lack of focus on other areas of cleanliness were the key flaws. Waste management using biogas/domestic biogas plants as well as presenting scientific & visible confirmation of disease transmission are two possibilities. Changes in administration, solid waste recycling, interest in sustainability, and lastly, changing people's mindsets are all potential dangers.

Statement of Research problem:

After the review of the literature, the research gap found in the study is that the role and efficiency of local bodies in managing sanitation, hygiene, and cleanliness factors are not studied. Therefore, the ideas about these are taken in the objectives to arrive at the said results based on the research questions posted.

Research Questions:

- a. How do local bodies currently participate in the Swachata Aandolan?
- b. What are the challenges and barriers faced by local bodies in engaging with the Swachata Aandolan?
- c. What strategies can enhance the participation and effectiveness of local bodies in the Swachata Aandolan?
- d. What is the impact of collaborative approaches on sanitation outcomes?

Objectives:

The objectives of this research paper are to provide a discussion on the roles played by local bodies in health, sanitation, and hygiene. It even promotes checking the efficiency of local bodies in implementing the programs based on budgetary allocation, civil society participation and finally arriving at sustainable development. The specific objectives are,

1. To analyze the role of government and local bodies in *Swachata Aandolan*
2. To check the efficiency of local bodies in managing funds for Swachata Aandolan.

Methodology:

Research Design: Mixed-methods approach combining quantitative and qualitative data.

Sampling:

- a. **Quantitative:** Stratified random sampling of local bodies across urban and rural areas
- b. **Qualitative:** Purposive sampling for in-depth interviews and focus groups with key stakeholders.

Data Collection Methods:

- a. **Quantitative:** Surveys with local body officials and residents.
- b. **Qualitative:** Semi-structured interviews, focus group discussions, and participatory observation.

Data Analysis:

- a. **Quantitative:** Statistical analysis
- b. **Qualitative:** Thematic analysis to identify common themes and insights.

Data Collection Instruments:

- a. **Surveys:** Structured questionnaires covering topics such as participation levels, challenges, and perceived effectiveness.
 - b. **Interview Guides:** Semi-structured questions to explore the detailed perspectives of stakeholders.
- Observation Checklists:** To systematically record observations during field visits.

Implementation Plan:

- Phase 1:** Preliminary research and literature review.
- Phase 2:** Design and pilot testing of data collection instruments.
- Phase 3:** Data collection through surveys, interviews, and observations.
- Phase 4:** Data analysis and interpretation.
- Phase 5:** Report writing and dissemination of findings.

In this study as a part of the research design Primary and secondary data are considered for analysis. The study emphasizes both descriptive and empirical and the analysis is based on using statistical tools to grasp the changes that have taken place over the decades and with the implementation of new Government policy and how best it would result in the role played by the local bodies at the grass root level and civil society participation rather than the Government like Central Government and State Government. The data collected from local bodies is computed and analyzed with data related to sanitation, health, and cleanliness to check the role of local bodies, civil society, and government in contributing towards the growth of the economy.

Role of Government in Swachata Aandolan:

In the Indian economy Central Government (Union) and State Government play a prominent role in promoting the Swachata Aandolan that is in views of sanitation, public health, and cleanliness which is bound with leading the mass movement for cleanliness, Prime Minister of India (Narendra Modi) exhorted people to fulfill Mahatma Gandhi's dream of a clean and hygienic India. He initiated the cleanliness drive by picking up the broom to clean the dirt, making Swachh Bharat Abhiyan a mass movement across the nation, and he added that people should neither litter nor let others litter. He gave the mantra of '**Na gandagi karenge, Na karne denge**' Prime Minister of India also invited nine people to join the cleanliness drive and requested each of them to draw nine more into the initiative. By inviting people to participate in the drive, the *Swachata Abhiyan* has turned into a National Movement. A sense of responsibility has been evoked among the people through the Clean India Movement. With citizens now becoming active participants in cleanliness activities across the nation, the dream of a 'Clean India' which was seen by Mahatma Gandhi has begun to take shape.

The Prime Minister has helped to spread the message of *Swachh Bharat* by urging people through his words & actions. He carried out a cleanliness drive in Varanasi as well. He wielded a spade near River Ganga at Assi Ghat in Varanasi under the Clean India Mission. He was joined by a large group of local people who cooperated in the *Swachhta Abhiyan*. Understanding the significance of sanitation, Prime Minister, Shri Narendra Modi has simultaneously addressed the health problems that Indian families have to deal with due to the lack of proper toilets in their homes.

People from different sections of society have come forward and joined this mass movement of cleanliness. From government officials to jawans, Bollywood actors to sportspersons, industrialists to spiritual leaders, all have lined up for the noble work. Millions of people across the country have been day after day joining the cleanliness initiatives of government departments, NGOs, and local community centers to make India clean. Organizing frequent cleanliness campaigns to spread awareness about hygiene through plays and music is also being widely carried out across the nation. There is evidence from the budget of the State government (Karnataka) to look into how much fund is sanctioned under different heads is shown in the form of the tables.

Table -1: Consolidated fund of Karnataka – Revenue Account – Receipt (in Lakhs)

Sl. No.	Budget (Year)	Sanitation	Public Health
1	2013-14	27.67	12009.16
2	2014-15	50.00	28817.50
3	2015-16	50.00	20597.49
4	2016-17	50.00	21687.00

Source: Statistical abstract of Karnataka (Computed)

Table -2: Consolidated fund of Karnataka–Revenue Account–Disbursement (Lakhs)

Sl. No.	Budget (Year)	Sanitation	Public Health
1	2013-14	52507.58	358920.95
2	2014-15	125517.17	478971.47
3	2015-16	119704.17	506271.90
4	2016-17	222716.00	488423.00

Source: Statistical abstract of Karnataka (Computed)

Table -3: Consolidated fund of Karnataka – capital Account – Receipt (Lakhs)

Sl. No.	Budget (Year)	Sanitation	Public Health
1	2013-14	0.74	133.07
2	2014-15	-	1.00
3	2015-16	-	50.00
4	2016-17	-	50.00

Source: Statistical abstract of Karnataka (Computed)

Table-4: Consolidated fund of Karnataka – capital Account – Disbursement (Lakhs)

Sl. No.	Budget (Year)	Sanitation	Public Health
1	2013-14	38810.67	94432.11
2	2014-15	69463.25	123150.00
3	2015-16	74063.14	136150.00
4	2016-17	70565.00	46840.00

Source: Statistical abstract of Karnataka (Computed)

Role of Local Bodies in Swachata Aandolan:

Local bodies in India are entrusted with a wide range of functions delegated to them by state governments under municipal legislation. These functions encompass public health, welfare, regulatory functions, public safety, public infrastructure works, and development activities. Public health responsibilities include water supply, sewage, sanitation, and the eradication of communicable diseases. Welfare functions cover public facilities such as education and recreation. Regulatory functions involve establishing and enforcing building regulations, addressing encroachments on public land, and managing birth and death registrations. Public safety functions include fire protection and street lighting, while public works pertain to the construction and maintenance of inner-city roads. Development functions relate to town planning and the development of commercial markets. In addition to these legally assigned roles, sectoral departments of state governments often unilaterally assign various functions on an agency basis, including family planning, nutrition, slum improvement, and disease control.

The Twelfth Schedule of the Constitution (Article 243w) provides an illustrative list of eighteen functions that may be entrusted to municipalities. Beyond the traditional core responsibilities, this list includes development functions such as planning for economic development, social justice, urban poverty alleviation programs, and the promotion of cultural, educational, and aesthetic aspects.

However, the conformity legislation enacted by state governments reveals significant variations in this regard. States like Bihar, Gujarat, Himachal Pradesh, Haryana, Manipur, Punjab, and Rajasthan have incorporated all functions listed in the Twelfth Schedule into their amended state municipal laws. In contrast, Andhra Pradesh has made no changes to its existing list of municipal functions.

States such as Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Tamil Nadu, Uttar Pradesh, and West Bengal have amended their municipal laws to include additional functions suggested in the Twelfth Schedule.

There are notable differences in how obligatory and discretionary functions are assigned to municipal bodies across states. For instance, in Maharashtra, planning for social and economic development, urban forestry, and environmental protection are obligatory functions for municipalities, whereas in Karnataka, these are considered discretionary.

In several states, the provision of water supply and sewage management has been either taken over by state governments or transferred to state agencies. In Tamil Nadu, Madhya Pradesh, and Gujarat, for example, the state-level Public Health Engineering Department or Water Supply and Sewage Boards handle water supply and sewage works, while municipalities are responsible for loan repayments and maintenance. Additionally, City Improvement Trusts and Urban Development Authorities, such as the Delhi Development Authority (DDA), have been established in various cities to undertake land acquisition and development projects, including commercial markets. Consequently, municipal bodies are often left with responsibilities primarily focused on garbage collection, disposal, street lighting, and the construction and maintenance of roads.

In the context of fiscal federalism, functions that primarily benefit municipal jurisdictions can be classified as essentially municipal functions. Conversely, functions that involve significant economies of scale or are of national interest may not be assigned to small local bodies. There are valid reasons for entrusting certain functions of higher authorities to municipalities, akin to principal-agent contracts, which can be categorized as agency functions requiring funding from intergovernmental revenues. Therefore, rather than maintaining the traditional distinction between obligatory and discretionary functions, municipal responsibilities could be classified into essentially municipal, joint, and agency functions.

Local public political bodies are expected to address local public affairs while exercising local public choice. In the economic realm, they deal with public goods, public utilities, and public works of a local nature. Public goods are characterized by non-rivalry in joint consumption and non-excludability for consumers. For example, services such as street sweeping and lighting are considered non-rivalrous, as all consumers can simultaneously benefit from them. However, there are only a few pure public goods; for instance, beaches on holidays, parks in fine weather, and city streets during rush hours can become rival goods.

Non-excludability can be technical, political, or economic. While it may be technically feasible to exclude consumers who do not pay for a service, the cost of doing so can sometimes be prohibitive. Since consumption cannot be individually priced for all users who are expected to consume the same amount, these goods need to be financed from a common pool of resources, which is analyzed even in the finance commission.

The financial resources are financed by funding pattern for sanitation and public health schemes. The details are shown in the table 5.

Table -5: Funding pattern for sanitation and public health schemes

Category	Government grant	Loan from financial institution	Local bodies scheme
City corporation	40	50	10
City municipal council	60	30	10
Town Municipal Council	75	20	5
Town Panchayat	95	-	5

Source: Computed from different government source

The Fourteenth Finance Commission has more than doubled the grant for local bodies and recommended that nearly all of this money be spent on improving basic services. In its report, which covers the period between 2015 and 2020, the commission has fixed the grant at Rs 2.87 lakh crore - over Rs 2 lakh crore more than the Thirteenth Finance Commission's. Of this money, nearly Rs 2 lakh crore has been allotted to Panchayats, while the rest will go to municipalities. According to the central

government, there are over 2.6 lakh Panchayats in India. The Finance Commission's report notes the allotted grant works to Rs 488 per capita per annum.

The commission has divided the grant in two parts: A basic part and a performance part. The performance part would be dependent two factors. One, the local authority would need to have an audited account for the previous year. Second, it will have to demonstrate that it has increased its own revenue over the previous year.

In the case of gram Panchayats, the commission has recommended the ratio between basic and performance grant as 80 and 20, while in the case of municipalities it has been kept at 90 and 10. To improve the utilisation of funds, the commission has recommended the grants should go directly to the gram Panchayats and municipalities, without any share for other levels. The commission has also asked the state governments to take action to facilitate local bodies to compile accounts and have them audited in time. To improve the resources of local bodies, the finance commission has suggested the state governments to empower local governments to impose various programmes of sanitation and public health.

Role of civil society in Swachatha Aandolan:

India is the largest democracy in the world. But without its lively NGO scene, many ills in society would continue unchallenged. Civil society derives its strength from the Gandhian tradition of volunteerism, but today, it expresses itself in many different forms of activism. Though the term NGO became popular in India only in the 1980s, the voluntary sector has an older tradition. Since independence from the British in 1947, the voluntary sector has a lot of respect in the minds of people – first, because the father of the nation Mahatma Gandhi was an active participant; and second because India has always had the tradition of honouring those who have made some sacrifice to help others. In independent India, the initial role played by the voluntary organizations started by Gandhi and his disciples was to fill in the gaps left by the government in the development process.

In the third group were those volunteers who saw themselves more as activists than other NGOs did. Of course, all NGOs undertook a certain amount of activism to get their points across – they petitioned the bureaucrats, they alerted the media whenever they found something wrong and so on. But this third group of NGOs saw activism as their primary means of reaching their goals, because they did not believe they could get the authorities to move in any other way.

In December 2014, we had the landmark judgment of Mumbai High Court “Right to get water as an integral part of Right to Life under Article 21 of the Indian constitution.” Mumbai represents the urban growth model of development in India where economic development comes with denial of basic rights including water and sanitation to a majority of its people. YUVA had been fighting for the right to water and sanitation for more than a decade and had reached the situation. Securing water through any other means (PPP or privatization of water) was emerging as a alternative.

Ministry of Drinking water and Sanitation has done an extensive assessment of administrative bottlenecks that impede progress in achieving higher sanitation coverage in India. District level administrative machinery and accountability is emphasized in Swachh Bharat Mission (Grameen) Guidelines 2015. However, impediments in programme delivery for promoting improved sanitation and behaviour change seem to be left to the new “Army” of Swachhata Doots to be created under SBM(G). Promoting rural sanitation has been attempted before in different central government initiatives - CRSP, the TSC, the NBA and now the SBM. Subsidy for individual household toilets was reduced under TSC and then increased under NBA. It is now further increased in SBM and the programme is delinked from the MNREGA subsidy. Resistance to building and using toilets are many, and in most instances, these are related to the social context of a rural community. In a mixed village, toilets and hygiene are perceived differently by different groups. Then physical constraints of water availability and land for household toilets, varies from state to state. An ambitious sanitation and hygiene programme for the scale of India, needed a large enabling civil society framework of engagement at all levels and a funding mechanism under SBM. Perhaps on the lines of the National

Watershed Development programme of the 1990s that decentralized a technical watershed development programme through NGOs.

Conclusion:

“A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150-birth anniversary in 2019,” as Swachh Bharat Mission launched at Rajpath in New Delhi. On 2nd October 2014, and it was launched throughout length and breadth of the country as a national movement. Swachhtha Aandolan is big challenge for all the citizens of India. It is only possible if each and every person living in India would understand this campaign their own responsibility and try to meet hands together to make it a successful mission along with the participation by Public, Private and Civil society.

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