

A MINI PROJECT REPORT

ON

“IMPACT OF SWACHH BHARAT ABHIYAN ON SMALL ENTERPRISES”

Mini Project Submitted in fulfillment of the requirements for the award of
the Degree of

MASTER OF BUSINESS ADMINISTRATION

From

BENGALURU CITY UNIVERSITY



Submitted By

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AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Affiliated to Bengaluru City University

(2021-2022)

CERTIFICATE OF INSTITUTION

This is to Certify that this project entitled **A Study on The Impact of Swachh Bharat Abhiyan on Small Enterprises** has been successfully completed by **Sameera Taj** of **Reg. No. MB206244** during the year **2021-2022** and the report is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Rizwana Khanum**.

Place: Bangalore

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STUDENT DECLARATION

I hereby declare that the Project Report entitled **A Study on The Impact of Swachh Bharat Abhiyan on Small Enterprises** has been prepared by me under the supervision and guidance of **Prof. Rizwana Khanum**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

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SAMEERA TAJ

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Chapter-1



Introduction:

The Swachh Bharat Abhiyan is a large-scale initiative that has made an impact at the facility and infrastructural levels, and the program's goals may be met if individuals are aware of the mission and understand fundamental sanitation and waste management techniques. The key challenge in India has always been sanitation and drinking water. Despite long-term efforts by the government and communities to enhance coverage, it remains insufficient. The rural sanitation initiative in India was launched in 1954 as part of the Government of India's First Five-Year Plan. Rural sanitation coverage was barely 1% according to the 1981 census. Following the announcement of the International Decade for Drinking Water and Sanitation from 1981 to 1990, the government has begun to place a greater emphasis on rural sanitation. In 2015, 40% of the population had improved sanitation, with 63% in urban areas and 29% in rural areas. In India, 88% of the population had access to improved water sources in 2008, while just 31% had access to improved sanitation. In rural India, where 72% of the population resides, the proportionate percentage of water and sanitation is 84% and 21%, respectively. In 1999, the Indian government launched the Total Sanitation Campaign (TSC), a demand-driven initiative aimed at increasing sanitation coverage across the country, particularly in rural regions. However, it was later renamed as Nirmal Bharat Abhiyan (NBA). A cash subsidy was granted to households for the construction of latrines under this scheme. However, the programme was not well received by the general public and failed to meet its goal. Failure, on the other hand, had its limitations, since the campaign drew in just a small number of individuals and had a low degree of awareness.

Swachh Bharat Abhiyan

The Swachh Bharat Mission is a national campaign launched by our Prime Minister, Shri Narendra Modi, with the goal of making India clean. The Clean India Mission, Clean India Drive, or Swachh Bharat Campaign are all names for the Swachh Bharat Abhiyan. The Indian government has launched a countrywide programme to clean up all of the country's underdeveloped statutory towns. This is one of India's largest campaigns, involving around 3 million government employees. This effort entails the construction of latrines, the promotion of sanitation programmes in rural areas, the cleaning of streets and highways, and the transformation of the country's infrastructure in order to propel the country forward. On the 145th anniversary of Mahatma Gandhi's birth, Prime Minister Narendra Modi inaugurated this

campaign at Rajghat in New Delhi on October 2, 2014. The campaign was launched on October 2, 2014, since Mahatma Gandhi always wanted India to be a clean country, and Prime Minister Narendra Modi stated that no other day could be as significant as his birthday to pay our unique respect to the "Father of our Nation." As a result, the campaign was formally launched on this day, so that every Indian citizen remembers it as a memorable occasion. On the 150th anniversary of his birth, the Prime Minister declared that a clean India would be the finest homage to pay to the Father of our Nation, and that everyone should do their share to eliminate garbage and waste by the year 2019.

Every year, the PM asked everyone to devote a hundred hours, or two hours per week, to cleanliness. In his own words, the PM began the quest by picking up a broom and cleaning a section of the city by himself. This joint effort to clean up homes, workplaces, towns, and cities would result in a significant reduction in trash and pollution. The Swachh Bharat Mission is a large effort that, if carried out, has the potential to drastically alter both the country's view and citizen attitudes. Waste reduction, litter reduction, and pollution reduction will pave the path for a healthier and more productive state of mind.



Impact Of Swachh Bharat Abhiyan

The Swachh Abhiyan campaign has had a significant influence on Indian society. People are cleaning up the hamlet, community, colony, city, train stations, and so on. The Swachh Bharat Mission aims to reduce financial losses in the health sector, However, there are still a large number of people who are unaware. Villagers, particularly those without a high level of education, spit pan, gutkha, and cigarettes on roadways and public spaces. They eat something on the bus or train and discard the wrappers on the road rather than in the trash. Some people's habits haven't altered. More awareness-raising campaigns are needed to make the Swachh Abhiyan a success.

Swachh Bharat Abhiyan Implementation

The purpose of this programme is to guarantee that everyone uses the restroom. There will still be a provision in this programme to provide a sum of Rs 12,000 to new qualified households in accordance with current guidelines in order to encourage the building of individual family toilets.

The following four indicators will most likely to monitor solid and liquid waste management:

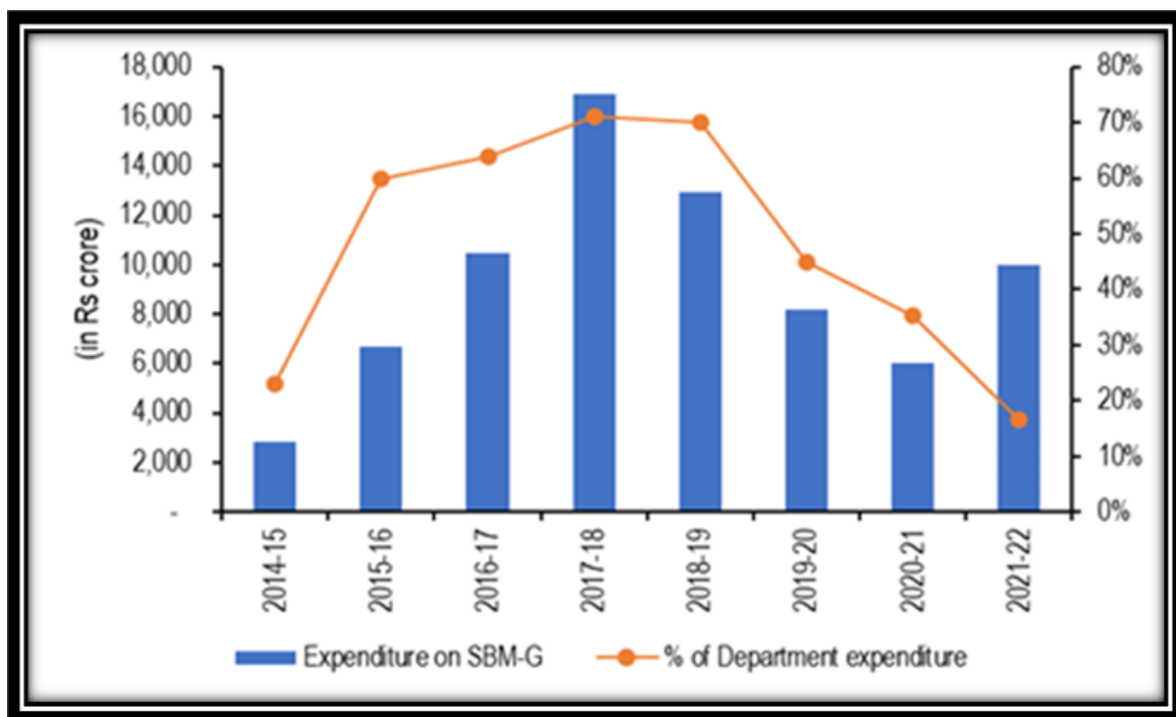
- Plastic Waste Management
- Bio Decomposed Solid Waste Management
- Gray Water Management
- Sewage Sludge Management

Since the beginning of time, sanitation has been recognized as a key predictor of health. In India, the 'Swachh Bharat Abhiyan' programme attempts to abolish open defecation by constructing toilets for both individuals and communities. According to government data, more than 100 million toilets have been built by individual households in rural areas of the country, However, around 6 million communal/public toilets have been built in metropolitan areas. In India, more than 6,00,000 villages and 4,300 cities have proclaimed themselves to be open defecation-free. According to a survey issued by the Quality Council of India in August 2017, overall national rural "household access to toilet" coverage improved to 62.5% with toilet usage increasing to 91.3 %.

I. Gramin Swachh Bharat Mission

Gramin Swachh Bharat Mission is a government-run initiative that promotes cleanliness in rural regions. The Government of India started the Nirmal Bharat Abhiyan (also known as the Total Sanitation Campaign, TSC) in 1999 to clean up rural regions, however it has since been reformed into the Swachh Bharat Mission (Gramin). This initiative aims to eliminate open defecation in rural areas by 2019, at a cost of one lakh thirty-four thousand crore rupees for the construction of about 11 crores 11 lakh toilets across the country. Waste is being converted into bio-fertilizer and useable energy forms as part of a large-scale project. More than half of India's 25 crore households do not have access to toilets within walking distance of their homes. Specifically, throughout the 2015-19 period, the Department of Drinking Water and Sanitation spent a significant amount of money on SBM-Gramin (see Figure 1).

Figure 1: Expenditure on Swachh Bharat Mission-Gramin during 2014-22



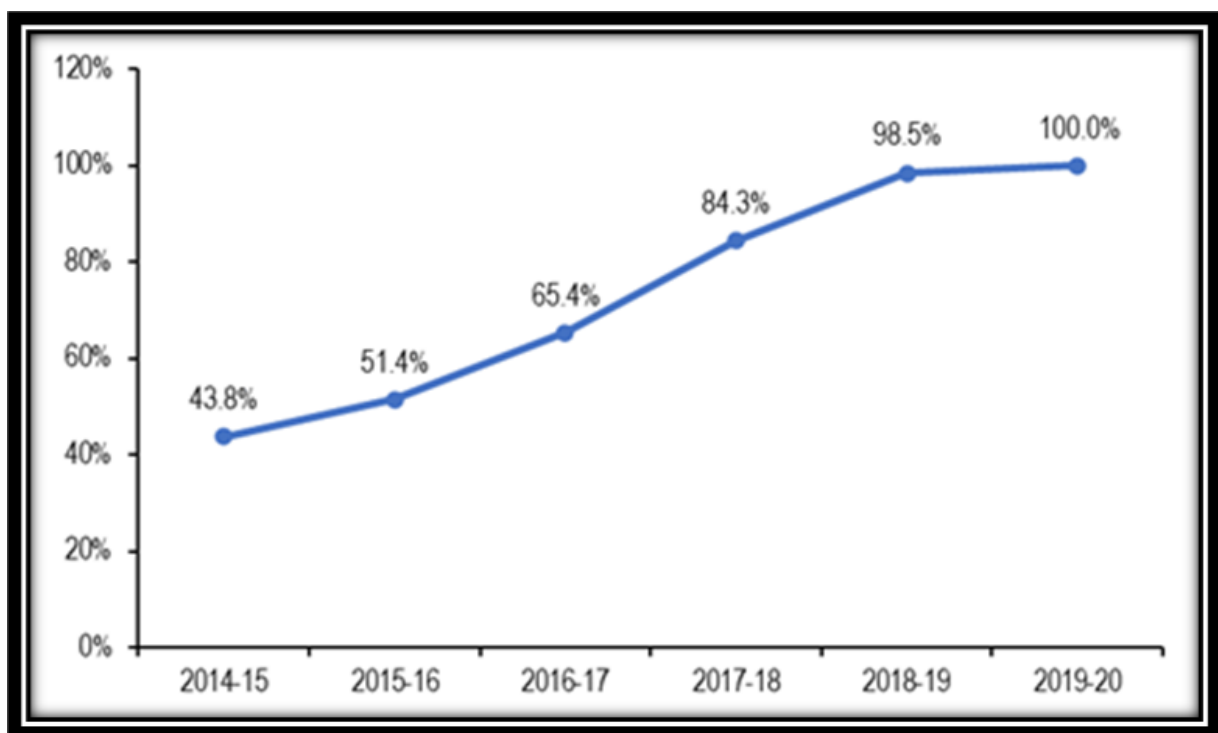
Sources: Union Budgets 2014-15 to 2021-22; PRS

Note: Values for 2020-21 are revised estimates and 2021-22 are budget estimates. Expenditure before 2019-20 were from the erstwhile ministry of drinking water and sanitation.

The Expenditure towards Swachh Bharat – Gramin saw a steady increase from 2014-15 (Rs 2,841 crore) to 2017-18 (Rs 16,888 crore) and a decrease in the subsequent years. Moreover, during 2015-18, the expenditure of the scheme exceeded the budgeted amount by more than 10%. However, every year since 2018-19, there has been some under-utilisation of the allocated amount.

As per the Department of Drinking Water and Sanitation, 43.8% of the rural households had access to toilets in 2014-15, which increased to 100% in 2019-20 (see Figure 2).

Figure 2: Toilet Coverage for rural households



Sources: Dashboard of SBM (Gramin), Ministry of Jal shakti; PRS.

The 15th Finance Commission also noted that the scheme only provides financial incentives to construct latrines to households below the poverty line (BPL) and selected households above the poverty line. Households and recommended the universalization of the scheme to achieve 100% ODF status. In March 2020, the Department of Drinking Water and Sanitation launched Phase 2 of SBM-Gramin which will focus on ODF plus, and will be implemented from 2020-21 to 2024-25 with an outlay of Rs 1.41 Lakh Crore. ODF plus includes sustaining the ODF status and solid, liquid waste management.

II. Swachh Bharat Mission in urban areas:

The Swachh Bharat project for urban areas intends to reach about 1.04 crore households by providing 2.6 lakh public toilets, 2.5 Lakh community toilets, and solid waste management in every town. Community toilets will be created in residential areas where individual household toilets are scarce, as well as public restrooms at specified locations such as bus terminals, railway stations, marketplaces, and so on.

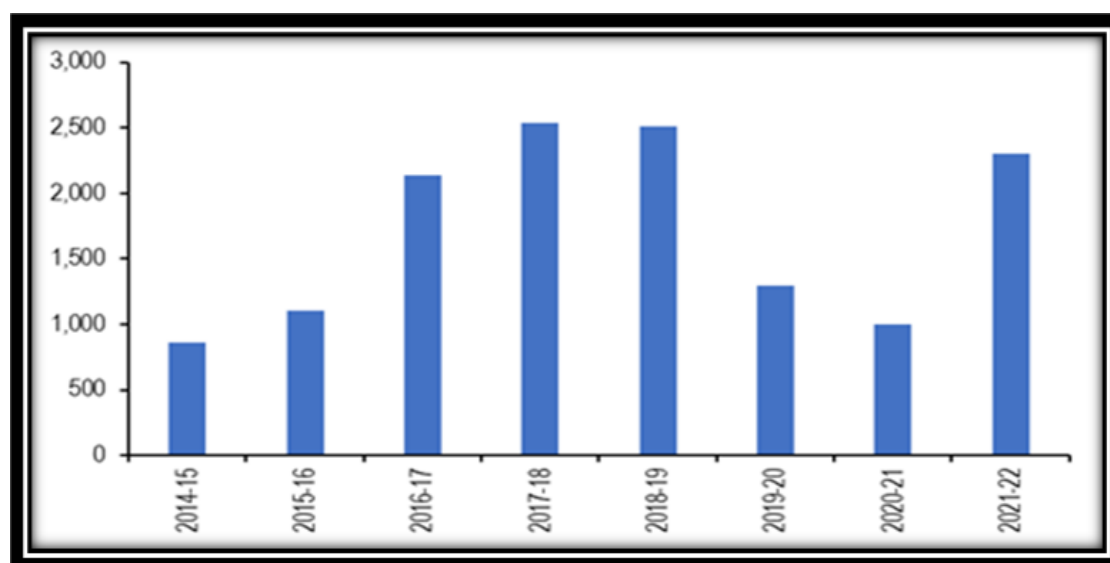
Cleanliness programmes in metropolitan areas (about 4,401 municipalities) are expected to be completed during the next five years, with the goal of completing them by 2019. Program expenditures include Rs 7,366 crore for solid waste management, Rs 1,828 crore for public awareness, Rs 655 crore for communal toilets, and Rs 4,165 crore for individual household toilets, among others. Complete elimination of open defecation, conversion of filthy toilets to flush toilets, eradication of manual scavenging, public behavioural change, and solid waste management are among the programmes that have been targeted for completion. SBM-Urban aspires to eliminate open defecation in India's cities and achieve 100 percent scientific waste management across the country's 4,000+ municipalities. By October 2, 2019, one of its goals was to build 66 lakh individual household toilets (IHHLs). However, by 2019, the aim was reduced to 59 lakh IHHLs, this target was achieved by 2020 (see Table 1).

Table 1: Toilet Construction under Swachh Bharat Mission-Urban (As of December 30, 2020)

Target	Original Target	Revised Target in 2019	Actual Constructed
Individual Household latrines	66,42,000	58,99,637	62,60,606
Community and Public Targets	5,08,000	5,07,587	6,15,864

Sources: Swachh Bharat Mission Urban – Dashboard; PRS

**Figure 3: Expenditure on Swachh Bharat Mission-Urban during 2014-2022
(in Rs crore)**



Note: Values for 2020-21 are revised estimates 2021-22 are budget estimates.

In early 2020, the Standing Committee on Urban Development stated that toilets constructed under the plan are of low quality and need proper upkeep. Furthermore, only 1,276 of the 4,320 cities designated as open-defecation-free have toilets with running water and sanitation.

In 2021 was also concerned about the sluggish pace with which source segregation and waste processing objectives are being met. During 2020-21, they completed 78% and 68% of the goals established under SBM-Urban, respectively. In Addition, other targets related to door-to-door collection of waste also remained unfulfilled (see Table 2).

**Table 2: Waste Management Under Swachh Bharat Mission-Urban
(progress as of Dec 30, 2020)**

Targets	Target	Progress as of March 2020	Progress as of December 2020
Door-to-Door waste collection (wards)	86,284	81,535 (96%)	83,435 (97%)
Source Segregation (wards)	86,284	64,730 (75%)	67,367 (78%)
Waste Processing (in %)	100%	65%	68%

Sources: standing Committee on urban Development (2021); PRS

III. Swachh Bharat – Swachh Vidyalaya Campaign

The Union Ministry of Human Resource Development's Swachh Bharat Swachh Vidyalaya initiative has the similar goals in terms of school cleanliness. From the 25th of September to the 31st of October 2014, a large programme was held in the Kendriya Vidyalayas and Navodaya Vidyalaya Sangathan where a variety of cleanliness activities were held, including student discussions in school assemblies about various aspects of cleanliness, Mahatma Gandhi's teachings on cleanliness, cleanliness and hygiene topics, cleaning activities (in classrooms, libraries, laboratories, kitchen sheds, stores, playgrounds, etc.) Teachers, students, parents, and community members will all participate in a half-hour cleaning blitz twice a week in the schools.

Let's have a Look at How Successful the First Swachh Bharat Mission was?

According to the study, between April 2014 and January 2015, 31.83 lakh toilets were built, accounting for 25.4% of the 2014-15 goals. As of May 2015, 14 organisations, including TCS, Mahindra Group had promised to construct 3,195 new toilets. 71 public sector organisations have funded the building of 86,781 new toilets. Hundreds of millions of people have been impacted by the world's greatest sanitation initiative, which has altered their access to and usage of toilets.

Since the Mission Began:

- From 550 million in the beginning to less than 50 million now, 500 million individuals have stopped defecating in public.
- Over 9 crore toilets have been built in rural India as a result of the Mission.
- Over 5.5 lakh villages and 615 districts have been declared ODF, along with 30 ODF States and Union Territories.

The one-year target for urban areas was to complete the construction of 25 lakh individual toilets, 1 Lakh public toilets, and achieve 100% waste collection and transportation in 1,000 cities, as well as 100% waste processing and disposal in 100 cities, in order to end open defecation and implement a better solid waste management system.

The Prime Minister has launched Swachh Bharat Mission 2.0: Here's Is all you need to know?

On October 1, 2021 the Prime Minister Launched SBM-Urban 2.0 with the mission to make all our cities “Garbage Free”.

Swachh Bharat Mission-Urban 2.0 were established to achieve the objective of making all of our cities "Garbage Free" and "Water Secure". The Urban Swachh Bharat Mission 2.0 will concentrate on the following areas - Sludge-Management, Waste water treatment, Source segregation of garbage, Reduction in Single use plastics and Control of Air Pollution caused by Construction, Demolition & Bio-Remediation of Dumpsites.

The Swachh Bharat Mission (Urban) 2.0 would be executed during a five-year period, from 2021 to 2026, with a budget of Rs 1.41 Lakh Crore.

Brand Ambassadors of Swachh Bharat Abhiyan from 2017-2021

- 2017 – Shilpa Shetty (Actress)
- 2018 – Sharukh Khan (Actor)
- 2019 – Sachin Tendulkar (Cricketer)
- 2020 – Katrina Kaif (Actress)
- 2021 – RJ Ginnie

Impact Of Swachh Bharat Abhiyan on Small Enterprises

Small Enterprises

- ❖ **Meaning:** A Small business is one that works on a small scale and requires less money, fewer personnel, and fewer machines to function. They produce small quantities of goods and services. The owner either buys machinery on leases or rents.
- ❖ **Definition:** A small business is defined as one that invests more than Rs. 25 Lakh in plant and equipment but less than Rs. 5 Crore; a medium business is defined as one that invests more than Rs. 5 Crore but less than Rs. 10 Crore in plant and machinery.

Investment in Plant & Machinery or Equipment:

Classification	Investment	Turnover
Small	Upto 10 Crore	Upto 50 Crore

Source: Ministry of Micro, Small & Medium Enterprise

Classification Of SSI previous Criteria

Classification	Manufacturing	Service
Small	Above Rs.25 Lakh and up to Rs.5 Crore	Above Rs.10 Lakh and Up to Rs.2 crore

Source: Ministry of Micro, Small & Medium Enterprise

Small Enterprises role in Swachh Bharat Abhiyan

Since October 2, 2014, companies that make cleaning equipment such street brooms, twist mops, wipers, and scrubbers have seen sales increase by up to 30%. The Clean India Mission, also known as the Swachh Bharat Abhiyan. The cleaning equipment and chemicals sector is estimated to be worth Rs16,500 crores.

How This Social Enterprise is helping India Meet the Goals of Swachh Bharat Mission

1. Caya

Caya, a social innovation firm located in Delhi, has been one of the most significant contributions to the Swachh Bharat Abhiyan, affecting a million people in 200 rural regions. The organization creates, manufactures, and installs prefabricated toilet blocks in remote areas, reducing the time it takes to build and transport a toilet from three weeks to two days.



Caya was founded in 2016 by Navneet Garg (44) and Ashish Gupta (43) with the goal of delivering scalable and sustainable sanitation solutions as well as dependable water to individuals living at the bottom of the pyramid.

The Inception of Caya

Navneet Garg was in charge of one of the world's largest humanitarian organisations, Vestergaard Frandsen, in meeting Africa's Millennium Development Goals. When he saw that his own nation was falling behind in attaining these objectives, he returned to India and founded Caya in 2015. He wanted to work in the fields of water, sanitation, and waste management since these are all important factors in living a healthy lifestyle. Since the Swachh Bharat Abhiyan was introduced around the time I returned to India, I considered collaborating with the government to achieve its goals. Caya was born during that time. The organization is fully

self-funded and employs over 100 people who are all dedicated to keeping India clean and sanitary.

Social Innovative at its Best

The major goal of the Swachh Bharat Abhiyan was to eliminate open defecation in India by building at least 12 crore toilets in rural and urban homes. However, it took the government at least two to three weeks to map out a strategy, design the layout, and hire workers and materials to build one set of toilets.



This is when Caya sought the government's assistance. It has a one-of-a-kind solution. Caya constructs toilets in its production plants in Goa and Rewari, Haryana, using precast reinforced cement concrete (RCC), making the blocks easy to transport and install on-site at any location.

“Another significant advantage of Caya toilets is the existence of bio-digesters, which use anaerobic bacteria to transform urine and faeces into fertilisers”.

This was done with the intention of addressing waste at its source. the organisation takes care of toilet maintenance known as Swachhta Sainiks who maintain a frequent check on the functionality. Caya has assisted the government in the installation of 12,000 toilet constructions in nine states over 200 rural locations, I think that every citizen has the right to live in a clean, disease-free environment, and I am grateful that the government and Caya were able to achieve this here.

A project aimed at increasing water supply



Caya's Smart monitoring device affixed to a handpump

For a long time, handpumps have been the sole reliable source of water that is not reliant on power in most of the country's rural areas. Despite the government's efforts to establish handpumps in numerous villages, women are compelled to go to neighbouring communities or isolated wells to get water because the bulk of the handpumps are rarely operational.

With its smart water monitoring gadget EyeOneer, Caya has created a solution. Using Artificial Intelligence (AI) and Machine Learning (ML) ideas, this gadget, which may be incorporated or fastened to handpumps, is capable of detecting repairs and anticipating mechanical breakdowns in advance. The generated report is then automatically forwarded to the appropriate government entities. Officials from these agencies may learn not only about technical issues, but also about the pump's overall health, the status of any repairs that have been undertaken, the area's groundwater levels, and so on. The installation of EyeOneer takes only 30 minutes, and with the included battery, it may function remotely for up to 8 years & The goal is to deploy 50 lakh gadgets around the country in the next five years.

Eyeoneer being used at a village in India as part of Caya's Project



2. Ekam Eco Solutions

Ekam Eco Solutions is an Indian start-up that sells items connected to environmental sanitation and living sustainably. Zerodor waterless urinal technology and CARE Natural Housekeeping & Home Care Solutions are the company's most well-known products. Ekam Eco Solutions was formed in May 2013 by Uttam Banerjee, an IIT Delhi alumni.

The Delhi startup is saving water with sustainable sanitation solutions

Ekam Eco Solutions, has led the way for effective waste management and water conservation through long-term sanitation solutions. Access to safe drinking water and sanitation is critical to maintaining public health. With the execution of the Swachh Bharat Abhiyan, India has made considerable progress in this area, but there is still a long way to go.

Furthermore, the United Nations designated water and sanitation access as the sixth Sustainable Development Goal in 2015. (SDG). Even today, we are continually reminded of its relevance, as the new coronavirus epidemic has demonstrated the need of handwashing and preserving cleanliness. The company not only focuses on creating compassionate and sanitary sanitation systems, but also on designing long-term strategies to implement them. Waterless urinals, natural cleansers, sewage care items, and food composting structures are among the company's offerings. Ekam was founded with the goal of ensuring the well-being of the general public while also conserving all natural resources, particularly water. With sustainable sanitation systems, Ekam Eco Solutions has pioneered the way for effective waste management and water conservation.

Working towards sustainable sanitation:

The company's founders began by manufacturing and marketing Zerodor waterless urinal systems, and then expanded their product line to include a variety of other items. They later added urinal kiosks to the mix. Bamboo walls, low-weight exterior materials like MoTo panels with square bar frames, honeycomb construction, and a variety of other sustainable materials may all be used to create the kiosks we've designed. They are easily transportable and installable.



Ekam's eco-friendly domestic cleaning solutions

We've all heard of traditional cleaning products that contain acids and chemicals that can harm water resources, clog sewage systems, and pollute the environment. To combat this, the company created a number of cleaning kits for both residential and commercial businesses, each of which can be used for floors, kitchens, drains, and toilets. We've created a unique set of sewage treatment equipment that may be used in sewage treatment plants (STPs), septic tanks, and water bio-remediation. Because the bacterial culture assures that the water released after treatment is clean, it may be saved and reused elsewhere.

Creating Greener Spaces:

Ekam Eco Solutions has made significant contributions to the environment over the last seven years with its eco-friendly services. It has helped save one billion Litres of water by selling around 12,000 units of waterless urinal systems, kiosks, and a variety of other wastewater treatment equipment. Furthermore, every day, it diverts at least four tonnes of garbage from landfills.

3. Fresh Rooms

This startup aims to transform public sanitation in India with IoT based smart toilets



Fresh Rooms' founder, Ashutosh Giri, is constructing IoT-enabled multifunctional public restrooms featuring waterless washrooms, shower facilities, locker rooms, and baby-care sections. The mere concept of using a public restroom may be a nightmare for many individuals. Despite taking several measures, many women are susceptible to infections and bacterial illnesses as a result of unsanitary menstrual habits and filthy washrooms. The National Center for Biotechnology Information (NCBI) has discovered a link between the prevalence of urinary tract infections (UTI) and the use of public restrooms. The goal is to offer individuals with some of the essential sanitary services they require whether on the move or travelling. Access to adequate sanitation is essential not just for healthy living but also for the development of a sustainable ecology. We seek to bridge this gap via cooperation and innovation.



Fresh Room's Utility Center in Bhopal

The company has already opened its first utility centre in Maharana Pratap Nagar, Bhopal, which is 1,000 square feet. More than 25,000 people have used the restrooms and services thus far. Fresh Rooms is presently constructing a new facility near Allahabad's railway station. Ashutosh earned his master's degree in business administration from Pune University and has worked in sales for firms such as Daikin and Panasonic India. He used to go to various Tier-II cities and small villages to close consignments back then. During these journeys, Ashutosh had no choice but to use public restrooms. However, every time he stepped into one, he would cringe at their unsanitary condition.

That's when he started thinking about how to deal with the problem. Ashutosh left his employment in 2016 to devote his time to research and development. He took out a personal loan from the bank, gathered a group of like-minded people, and began researching potential technical treatments to improve sanitation.



Fresh Rooms receiving the Golden Glory Award

We spent six months putting all of the pieces together for clever, eco-friendly, sanitary latrines and other comforts. We attempted to do so by utilising ideas such as the Internet of Things (IoT), Artificial Intelligence (AI), and sensor mechanics. It was not an easy journey. We experienced a lot of failures, and there were occasions when we had to discard everything and start over," Ashutosh recalls. Fresh Rooms opened its doors in Indore, Madhya Pradesh, in 2018. The firm secured seed finance of roughly Rs 3 crore from an angel investor just a few months after it was founded. It now has a 45-person team seeking to establish public utilities in as many locations as possible.

How Fresh Rooms Works

The company is a modern-day version of the 'smart toilet.' The whole idea is based on providing individuals with the ability to not just relieve themselves, but also a place to freshen up. A bathroom, snack centre, shower area, and private rooms are among the amenities. The majority of the arrangement is powered by solar energy, while water use is kept to a bare minimum.



The Waterless Urinals at the Setup

We've always sought to construct the facility in an environmentally sustainable manner. We've built waterless urinals that can catch waste and convert it to urea later. The toilets contain hygienic dispensers, UV-protected antibacterial sheets, and sensors that allow the temperature to be controlled according to weather conditions. Other services, such as lockers, showers, and overnight stays, cost between Rs 20 and Rs 250, depending on usage.

We have a QR code system at the entrance points of the restrooms since safety is our top priority. So, if someone has to use the restroom, they must open the mobile app and scan the code. This also aids us in compiling data in terms of the number of users at any particular moment.

Fresh Rooms has the potential to alter India's public sanitation system if expanded up. Its setup has the potential to make clean, safe restrooms a reality. The difficulties associated with poor health and waste mismanagement are also addressed because the ecosystem was constructed using sustainable and sanitary approaches. Most Importantly, “The Startup’s Mission Falls in line with the country’s Swachh Bharat Goals”.

Statement of the problem

It has seen that only a few percentages of the small enterprises have adapted Swachh Bharat Abhiyan. It is a campaign run by the government by calling the people from all the walks of life to make it globally successful. Cleanliness is the primary motive and Swachh Bharat Abhiyan it would indirectly draw the attention of the business investors in India. This would afford a more serious outcome in economic growth of India. This campaign facilitates the participation of small enterprises towards cleanliness programme.

Need for the Study

Swachh Bharat Abhiyan is the campaign that is creating hygiene means of promoting health through preventing of human contact with the hazards of wastes as well as the treatment & proper disposal of such initiatives, they not only provide convenience to employees but also make societies cleaner & healthier to live in. cleanliness is a practice that is inherit & a habit that every individual should learn and implement in a Day-to-Day life.

Chapter-2

METHODOLOGY

Objective Of the Study

- i. To understand the perception and practices related to cleanliness, sanitation, health & hygiene of Swachh Bharat Mission in selected small enterprises.
- ii. To examine the provisions made by Swachh Bharat Abhiyan scheme, its usefulness and also usage by the beneficiaries.
- iii. To ascertain the efficiency of the project in terms of changed practices and Reversion / regression in occupational health hazards.

Methodology of the Research

The research is purely descriptive. The information was gathered using only secondary data. Secondary data was obtained from a variety of Periodicals, Text books, Newspapers, Magazines, Internet Sources and online research reports for this study.

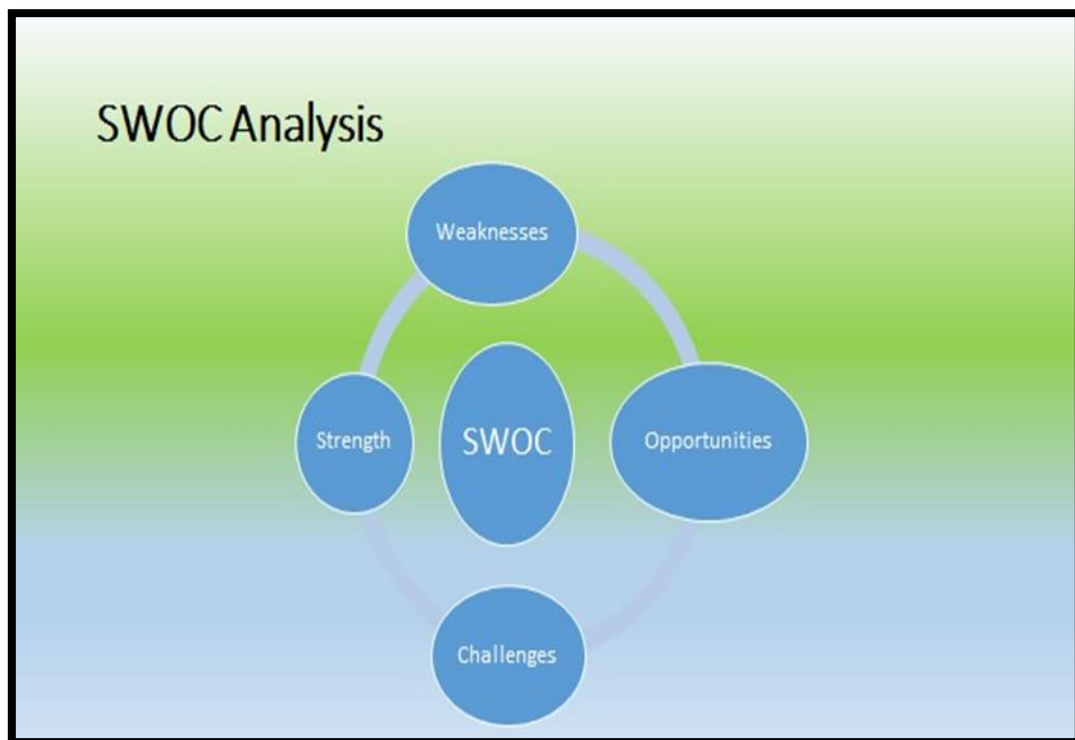
Secondary Data

The present study is basically drawn upon secondary data which are published in Journals, Newspaper, Magazines etc., and from various books related to the topics and other references were made.

Limitation of the study

- Time was a constraint.
- The situation was limited to Secondary Data only.
- Secondary data was assumed to be True and Unbiased.

Chapter-3



SWOC Analysis:

SWOC Analysis helps the business to identify its strength and weaknesses, as well as understanding of opportunity that can be availed and the challenges that the company is facing. SWOC for Swachh Bharat Abhiyan is a powerful tool of analysis as it provides a thought to uncover and exploit the opportunities that can be used to increase and enhance company's operations. In addition, it also identifies the weaknesses of the organization that will help to be eliminated and manage the challenges that would catch the attention of the management.

This strategy helps the company to make any strategy that would differentiate the company from competitors, so that the organization can compete successfully in the industry. The strength and weaknesses are obtained from internal organization. Whereas, the opportunities and challenges are generally related from external environment of organization. Moreover, it is also called Internal-External Analysis.

STRENGTH	WEAKNESSES
• Funding provisions • Flexibility to states in implementation of program • State level workshops • Technological innovation	• Toilet construction without demand generation • Latrines are socially unacceptable • Maintenance • Campaign is voluntary not compulsory • Less focus on other aspects of sanitation
OPPORTUNITIES	CHALLENGES
• Waste management through biogas/ Gobar gas plant/ Domestic biogas plant • Options for alternative types of sewage and treatment systems. • Future sanitation reforms must utilize other unique mechanism. • Providing scientific and visual proof.	• Sustainability of interest and priority • Changes in administration and leadership. • Recycling solid waste is a big problem. • Change the mindsets of the people

i. Strength

- **Funding Provisions:**

Funding has been delinked from the livelihood programme, the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), under the new SBM Program, because this was causing inefficiencies and delays in implementation.

- **Flexibility to states in implementation of program:**

Holding workshops in the states, exposing key state/district officials to the approach of community processes for reinforcing the message, cross sharing of best practices across states by holding regional/national workshops, visits to states, reviews, and video conferencing. Technological innovations are bringing closer coordination with the states than before.

- **State level workshops:**

Workshops including State officials/ District Collectors/ CEOs, Zilla Panchayats, Zilla Panchayat Presidents, and other important stakeholders were implemented at the state level in 2015-16. The seminars were quite successful in providing a venue for critical sanitation concerns to be discussed at all levels, from national to district. Champion Collectors from other states/districts who had successfully implemented these procedures were enlisted as resource individuals to impart their knowledge.

- **Technological innovations:**

With the introduction of SBA, there has been a surge in research and development (R&D) activities in both toilet and SLWM technology. The Ministry of Drinking Water and Sanitation encourages R&D by funding a variety of projects. The Innovative Technologies have been examined by an Expert Committee. This committee meets on a regular basis and has identified a number of new technologies. A compendium of these technologies has been compiled and posted to the Ministry's website for the benefit of various stakeholders. Technology that is locally relevant, safe, and sustainable is encouraged. Innovations from the community are encouraged.

ii. Weaknesses

- **Toilet construction without demand generation:**

The generation of demand in the community is one of the most important aspects of any public health programme. Toilet demand cannot be modelled in the same way as demand for other goods and services, which often exhibit declining marginal productivity, with the first units having a far higher influence than the final few.

- **Latrines are socially unacceptable:**

Latrines near to the home are considered ritually unclean in particular subpopulations of India owing to religious reasons. Individuals are hesitant to empty the pit (and its contents), necessitating disproportionately big (and costly) pit sizes.

- **Maintenance:**

The emphasis on quick fixes frequently overlooks maintenance activities. Even in municipal schools with toilets, a lack of funds for upkeep from public institutions renders toilets dilapidated and useless. When the toilet breaks down, they just shut the door and nothing is done, therefore things fail mostly due to a lack of municipal help.

- **Campaign is voluntary not compulsory:**

Because the Swachh Bharat Abhiyan is optional rather than mandatory, not everyone is required to comprehend and execute the suggestions. It should be mandatory to use the restroom, and open defecation should be made illegal.

- **Less focus on other aspects of sanitation:**

The campaign is primarily focused on achieving ODF (Open Defecation Free) status, which requires that every individual in the village use sanitary latrines, thereby eliminating open field defecation. However, despite achieving the goal of open defecation free, the village still has a large amount of animal excreta and other waste polluting the environment and spreading infection.

iii. Opportunities

- **Waste management through biogas/ Gobar gas plant / Domestic biogas plants:**

While the current administration plans to install millions of toilets, there appears to be no solid plan or budget for sewage networks or treatment facilities. Waste management using household biogas plants is one excellent possibility. Biogas is a term used to describe a combination of gases created when organic matter is broken down in the absence of oxygen. Agricultural waste, manure, municipal trash, plant material, sewage, green waste, and food waste may all be used to make biogas. Biogas is a sustainable energy source that has a low carbon impact in many circumstances.

- **Options for alternative types of sewage and treatment systems:**

New sanitation approaches are currently being implemented as pilot projects in a number of nations. A vacuum biogas system for roughly 400 residents was created in Lübeck, Germany, as an example. In an urban setting, it performs resource and energy recovery. For bigger towns, this sort of sanitation may service up to 10,000 people and can be built up in separate modules. In the rural water-mill museum in Germany, another trial project based on urine-sorting flush toilets (no-mix-toilets) was erected. Urine or yellow water can be collected with minimal dilution and used as fertilizer.

- **Future sanitation reforms must utilize other unique mechanism:**

Toilet usage might be connected to cell phone usage: to obtain a given amount of cell phone minutes or data, an individual would have to build and use a toilet, or the family would receive more data every time the latrine's pit was emptied. Alternatively, because human excreta is organic matter that decomposes to create greenhouse gases, effective and safe disposal of human excreta might be tied to carbon credits. Educational information might be geared to illustrate the relationship between public and private toilet usage in order to stimulate demand for toilet usage among the male population—those who normally lack demand but have the financial and social capabilities to build toilets.

- **Providing scientific & visual proofs:**

Examining previous health reforms can assist to shed light on the problems of improving public health and evaluate the various techniques used to address health crises in the short and long term.

iv. Challenges

- **Sustainability of interest & priority**

The campaign has the potential to grow and expand its reach. In the future, maintaining the program's attention and importance at all levels of government and in the community will be a challenge.

- **changes in administration & leadership:**

Regardless of ordinary transfers of officers and employees or changes in local leadership, it's critical to keep the momentum going and keep the campaign going.

- **Recycling solid waste is a big problem:**

Urban India creates roughly 100000 metric tonnes (MT) of solid garbage per year, according to the Central Pollution Control Board (CPCB). In India, it is also stated that more than 75% of sewage or wastewater is inadequately treated. These concerns must be addressed immediately in order to avoid a serious crisis in the future. How much waste will be generated by the SBA's goal of 111 million more toilets, and how it will be disposed of, is a major concern.

- **Change the mindsets of people:**

When will our people learn not to spit or toss trash on the streets? Or when will our people learn to clean up after themselves and their surroundings? The importance of a SWOT analysis cannot be overstated. "Winners acknowledge their limits while focusing on their strengths; losers recognize their strengths while focusing on their limitations," as the saying goes. Negative thinking is a weakness, but positive thinking is a strength. Even if cleaning up India is a difficult task, nothing is feasible with enough effort on this future Swachh planet.

Chapter-4



Analysis of the Study:

- **Realtime Monitoring**

Under the Swachh Bharat Abhiyan, the government would launch a national instantaneous monitoring system. The Indian government is doing this by using Advertisements to raise public awareness.

- **Need for Mass Awareness:**

Every sector of the community, from elementary school students to the elderly, must be effectively educated on the importance of cleanliness for public health. Apart from including educational institutions, particularly schools, in awareness campaigns, the best use of social media, as well as electronic and print media, is required to reach the grassroot level.

- **Swachh Vidyalaya**

The national campaign behind 'Clean India: Clean Schools' is Swachh Vidyalaya. The campaign's major goal is to make sure that every school in India has a set of working and well-maintained water, sanitation, and hygiene facilities. In schools, water, sanitation, and hygiene refers to a mix of technical and human development components that are required to create a healthy learning environment and to promote or encourage proper health and hygiene behaviours.

The actions that create circumstances inside the school and the behaviours of children that assist to prevent water, hygiene, and sanitation related diseases are considered human development components. Teachers, community members, SMCs, Non-Governmental Organizations (NGOs), Community Based Organizations (CBOs), and education administration must all work together to improve school sanitation and hygiene. Water, sanitation, and hygiene in schools strives to have a visible influence on children's health and hygiene by improving their own, as well as their families' and communities', health and hygiene habits.

It also intends to enhance the curriculum and teaching techniques in schools, as well as promote hygiene and community ownership of water and sanitation systems. It boosts children's health, enrolment, attendance, and retention in school, paving the way for a new generation of healthy kids. Policymakers, government officials, residents, and parents all have a responsibility to

play in ensuring that every kid attends a school with clean drinking water, sufficient sanitation, and hygiene facilities.

- **Convergence**

Convergence is beneficial to the success of a national initiative like this. The following procedures should be implemented in conjunction with MNREGS, MPLADS, and other schemes:

- i. Toilets in homes, schools, anganwadis, SLWMs, and community sanitary complexes are being built.
- ii. Under the MPLAD programme, construction of individual family toilets based on a community approach, as well as a one-time award for communal toilet operation and maintenance
- iii. Converging TSC with other Centrally Sponsored Schemes like as PURA, IAY, NRHM, Adarsh Gram Yojana, and other Departments/Ministries.

- **Comprehensive approach**

In order to improve cleanliness in our nation, we need not take a piecemeal approach. The whole cycle of safe containment, treatment, and disposal should be considered while investing in sanitation, as indicated by the National Urban Sanitation Policy. Sanitation programmes would have to employ a variety of strategies, including home finance and a variety of cheap sanitation choices for potential customers. Working with a variety of new partners, such as public health officials, grass-roots groups, and the commercial sector, may be required.

- **Optimum use of technology**

Many national and international agencies and organisations have developed many cost-effective instruments and approaches for water supply and sanitation. In this light, it may be proposed that organisations such as Sulabh International exhibit a variety of cost-effective procedures and approaches that should be extensively used.

- **Sensitization**

It is also vital to educate political officials at the national, state, and district levels on the principles of demand-driven complete sanitation and to secure high-level political support for sanitation. Adequate funding for this industry will also require political backing. State

governments may have the foresight to enact legislation requiring PRIs to ensure that all homes in the GP have access to sanitary facilities.

They would not only follow the basic principles of cleanliness in their daily lives, but they would also spread the word across society. With this in mind, the focus should be on ensuring that bathroom facilities are provided in all schools across the country. In a recent event in New Delhi called "My School My Voice - Open Parliament for Children," it was discovered that poor sanitation and a lack of toilets in schools are two of the leading causes of school dropout. Many youngsters missed school owing to a lack of sanitation in their school, according to the mentioned programme. Because some children had stopped going to school due to allergies, their parents did not send them to school for fear of them being ill.

- **Capacity Building**

Capacity building is critical for the program's successful execution. For required training of Centre/State employees working in the sanitation sector, a partnership with reputable international institutions should be established. It is desired that the Ministry establish a national level institute on water and sanitation, similar to the National Institute of Rural Development, for capacity building at all levels. The Working Group on Rural Domestic Water and Sanitation for the 12th Plan 2012-17 has likewise made this idea. The Government of India, in collaboration with state governments, has been working to meet sanitation targets and to foster partnerships with public, private, and non-profit organisations to enhance sanitation provision, maintenance, and management. To meet the government's goal of 100% cleanliness by 2019, it will require greater help from all sectors of society. It is critical that the SME sector embraces this problem as part of its Corporate Social Responsibility efforts (CSR).

- **Appropriate Sewage and Garbage Disposal Waste**

It is vital to stress that improper human excreta disposal poses a serious hazard to public health and has a high environmental cost, especially in metropolitan areas. According to a research, it costs almost 60% of the country's GDP. Poor sanitation has a particularly negative impact on the urban poor (22 percent of the total urban population), women, children, and the elderly, as stated in the National Urban Sanitation Policy. It's also been discovered that improper discharge of untreated domestic/municipal wastewater has contaminated 75% of all surface water in India. Individual Household Latrine Construction.

Outcome of the Study

Over the last five years, India has achieved significant progress in this area. Around 1.5 billion people in rural parts of other low-income nations still lack access to basic sanitation facilities, including 0.6 billion defecating in the open. This research provides insights and lessons for governments seeking to improve the sanitary standards of the Population.

- Believe the impossible
- Set goals and keep track of them.
- Reward and acknowledgement
- A focus on behaviour and long-term viability
- A strong desire to improve sanitation

In low-income nations, public defecation is a primary source of morbidity due to contaminated drinking water, poor environmental quality, and an increased risk of getting illnesses like diarrhoea. In 2012, India had 59 percent of the world's population practising open defecation, resulting in a 6.4 percent yearly GDP loss due to disease transmission and a lack of sanitation.

In response to these disastrous consequences, India's government sought to execute a cleanliness drive once more in 2014. The Swachh Bharat Abhiyan, or "Clean India" initiative, aims to eliminate open defecation in India by October 2019 by providing 12 million urban families with home toilets, 25 million public toilets, and 30 million communal toilets. This scheme was supported by a series of loans with a total estimated cost of \$22 billion, compared to the \$8 billion spent on education per year.

The Indian government was extremely reliant on the mission's success because to the massive debt and health problems at stake. Some individuals consider the programme to be a success when assessing its outcomes. The overall number of toilets installed has grown dramatically, particularly in private residences. When geography and class status are taken into consideration, however, the results are less impressive. It has been shown that poor individuals are more prone to defecate publicly, that cities are more likely to profit from this programme than rural regions, and that communal toilets are still scarce. India confronts several obstacles in developing a comprehensive sanitation strategy, but if they succeed, its GDP will rise by 1.5 percent every year. We can develop better solutions in the future by identifying these challenges and the realities of the Swachh Bharat Abhiyan's outcomes. The conflicting reactions to the "Clean India" initiative are troubling since they overlook the project's shortcomings.

Chapter-5

Learning Experience & Conclusion

Learning Experience

From the above study I have got the opportunity to enhance my knowledge in learning the new concepts of social enterprises which is helping India to meet the goals of Swachh Bharat Abhiyan, through this I have learnt the Various insights of occupational health hazards such as Diarrhea due to lack of sanitation and cleanliness. Therefore, it has added value in learning as well as comparing the before and after the implementation of Swachh Bharat Abhiyan as well as comparing the India's Toilet Construction revolution from 2014-2021.

The following are the aspects through which the study helped me in Gaining knowledge

- Added value to my knowledge
- Got an opportunity to learn new concepts
- Opportunity to explore new insights

Conclusion

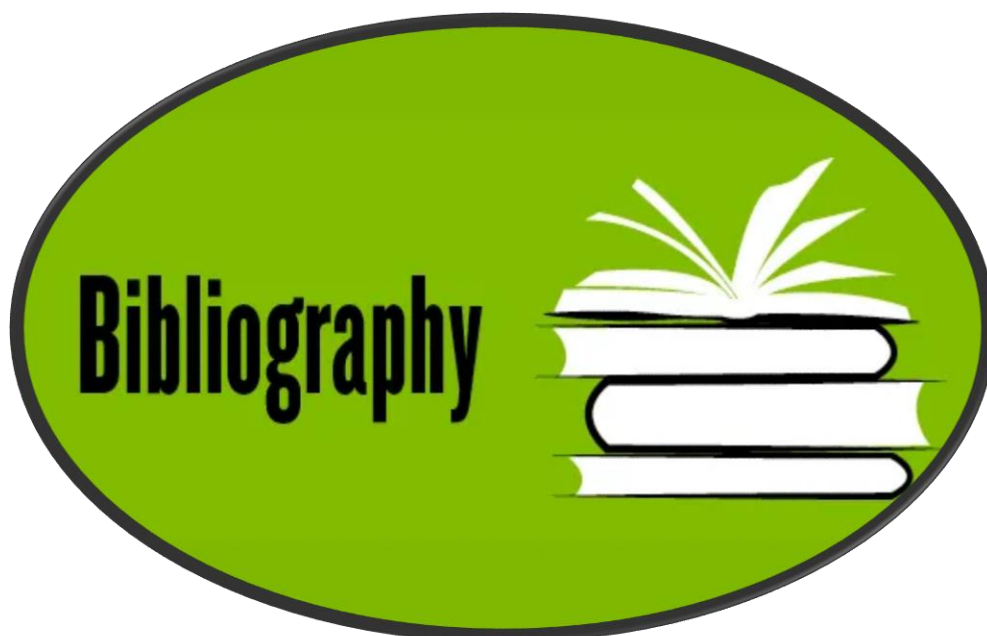
Swachh Bharat Mission Have played a tremendous and vital role in the individual lives and society as a whole. The effect and change through the mission have been a drastic change in cleanliness practices & reducing the health hazards. Poor quality and improper latrine designs under government sanitation initiatives are key causes, but they are not the only ones, according to the research. A variety of behavioural factors influence the adoption and usage of latrines, and these factors differ by gender, age, and caste. Rather than concentrating on objectives, any future sanitation intervention should incorporate these factors and tackle the issue of sanitation behaviour change holistically.

This study has attempted to explore the crucial role that community-led total sanitation plays in improving the health and hygiene in tribal communities, to reduce the open defecation & decreasing the risk of spread of epidemic diseases.

Individuals are triggered by sentiments of disgust and humiliation, and they collectively resolve to eliminate open defecation and embrace better behaviours, therefore eliminating personal, social, economic, and environmental hazards caused by open defecation.

This study provides sufficient evidence that sustained behaviour change can bring about community transformation through the implementation of social Enterprises in helping India Meet the Goals of Swachh Bharat Mission.

Chapter-6



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04-12-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
09-12-2021	Discussion of Swachh Bharat Abhiyan on Small Enterprises and SWOC analysis.	
15-12-2021	Discussion of outcomes of the study, learning experiences and conclusion.	