Swachh Bharat Mission - Urban

Why in news?

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The Swachh Bharat Mission Urban (SBM-U) completes three years on October 2, 2017.

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How has SBM-U fared so far?

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- SBM-U has set an objective to achieve Clean India by October 2, 2019.
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- In the first two years of the SBM-U was focused on bringing about necessary regulatory and policy changes to facilitate the scientific processing of waste
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- In the third year, the mission shifted its focus on bringing about behaviour change among citizens and encouraging them to segregate waste at source.
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What were the campaigns launched?

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\n**Campaigns for SWM on waste**\n	\n**Year of Launch**\n	\n**Objective and progress**\n	\n**Impact**\n
\n**Swachh Survekshan**\n	\n2015\n	\nTo foster a healthy competition among cities for improving cleanliness standards, the Ministry of Housing and Urban Affairs (MoHUA) started the “Swachh Survekshan” survey which ranks cities on cleanliness and other aspects of urban sanitation. In 2015-16, 73 cities across the country were ranked. In 2016-2017, 434 towns and cities of India were ranked on SWM and sanitation. The 2017-18 survey shall cover 4,041 statutory towns and cities.\n	\nRanking system has pushed cities to take better initiatives towards segregation and waste management.\n

Segregation at source campaign	2017	4,041 statutory towns and cities are part of this campaign which pushes for segregation at source.	No substantial progress made
City Compost Policy	2017	The policy wants to ensure that all organic solid waste generated in cities is converted into compost or biogas by October 2019 by providing subsidy. Fertiliser companies were asked to co-market compost with chemical fertilisers.	No substantial progress made
Swachhata Pakhwada	2017	The focus is on involving people and bringing about behavioural and attitudinal change through innovative activities so that the ultimate goals of the SBM could be achieved and sustained. Under the Pakhwada programme, between October 1-15, 2017, different cities and ULBs will undertake awareness programmes and campaigns, urging residents, commercial centres, hospitals and institutes to ensure cleanliness and hygiene.	_____
Swachhata Hi Seva Campaign	2017	It seeks to mobilise people to come out and get directly involved with the Swachh Bharat Mission for sanitation to contribute to Mahatma Gandhi's dream of a Clean India.	_____

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