



# ***“Performance and Impact of Swachh Bharat”***

**The 6 month Poll**

***Conducted in Swachh Bharat Citizen Circle with 250,000 Citizens***

***April 2, 2015***

## Background

Swachh Bharat Online Citizen Communities were initiated by Swachh Bharat Mission, Ministry of Urban Development in association with LocalCircles. Over a period of 6 months, over 250,000 citizens have become part of the various Swachh Bharat communities. The National Community enables Swachh Bharat Mission and the Ministry of Urban Development to seek collective citizen inputs on various subjects ranging from cleanliness to practical checklists for implementation of Swachh Bharat. Over 20 whitepapers/checklists have been generated collectively by the citizens and submitted to the Ministry of Urban Development.

In addition to the Swachh Bharat National Circle, over 50 city/constituency level Swachh Bharat local circles have been initiated bringing citizens together at a local level for discussion and collective on the ground cleanliness action. Citizens across India in many cities have initiated these drives and many of them are conducting them on a regular basis.

## Executive Summary

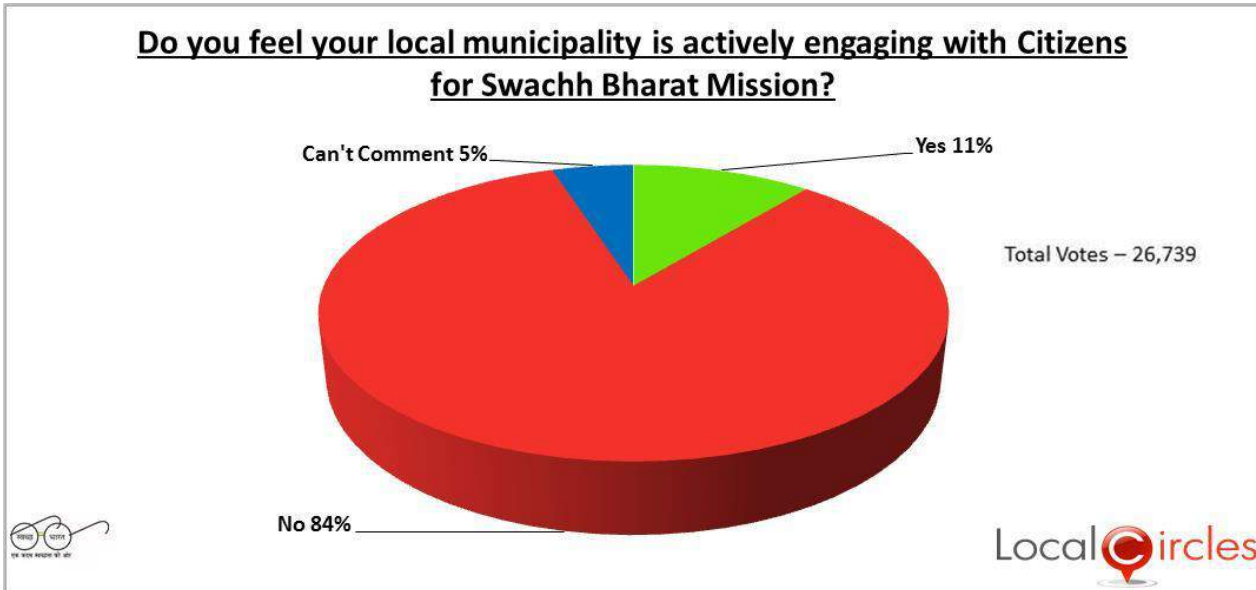
The enclosed poll on 6 months of Swachh Bharat was conducted in the Swachh Bharat National Circle to gauge the impact and performance of Swachh Bharat in a transparent way. Over 20,000 citizens have participated in each one of the 6 polls to share the real situation on the ground. Here are the key takeaways:

### Key Poll Takeaways

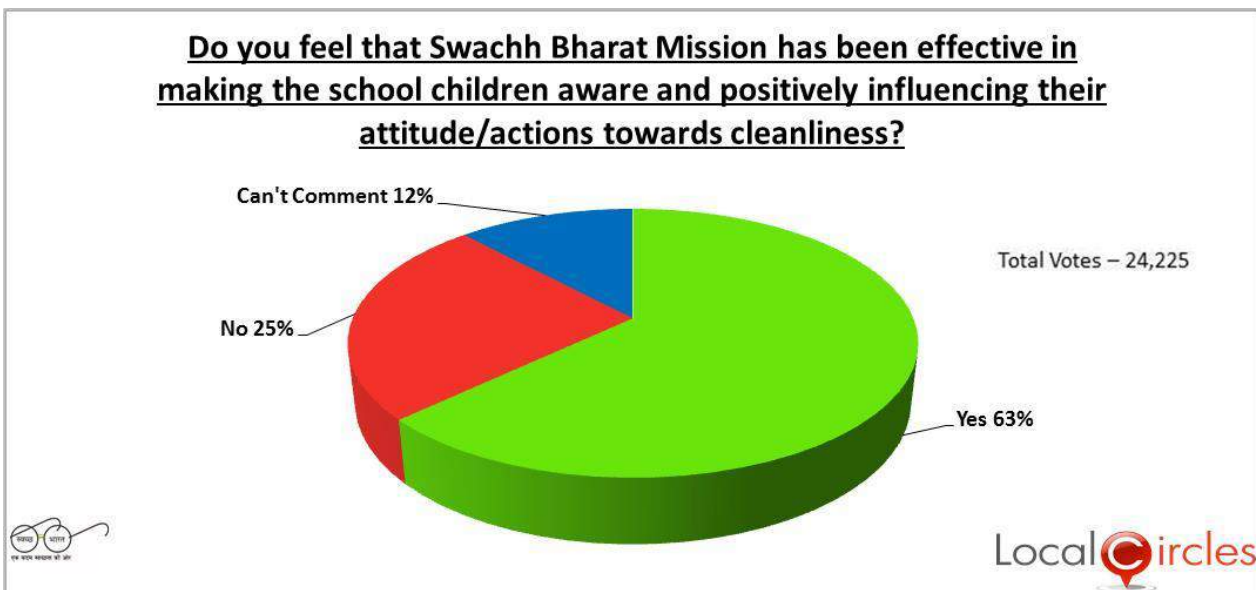
- 1) 63% of the citizens feel Swachh Bharat has had a positive impact on behaviour and attitude of School Children
- 2) 58% of the citizens polled have engaged in some sort of cleanliness drive with the launch of Swachh Bharat Mission
- 3) 95% believe that the Central and Local Government should take citizen inputs into policy making
- 4) 66% say that only those civic bodies/cities who execute Swachh Bharat effectively should be considered for a Smart City
- 5) 84% of the citizens say that their local Civic Body is not engaged with Citizens for Swachh Bharat Mission
- 6) 49% of the citizens believe their city is cleaner than what it was before the launch of Swachh Bharat Mission, 51% believe that Swachh Bharat has had no impact.

Overall, the critical need of the hour for the success of Swachh Bharat Mission is the active engagement of the local civic bodies with the Mission and the Citizens. If India has to achieve its dream of Swachh Bharat by October 2<sup>nd</sup>, 2019, it must immediately work towards laying out a robust mechanism for uplifting and overhauling its local civic bodies through new equipment, technology, training, recruiting new skills, an accountable delivery model and strong connectivity/interface with citizens. Also, continued mass media awareness about Civic Sense Basics, Citizen Do's/Don't is needed to keep the citizens engaged with the Swachh Bharat Mission. The detailed poll results follow on subsequent pages:

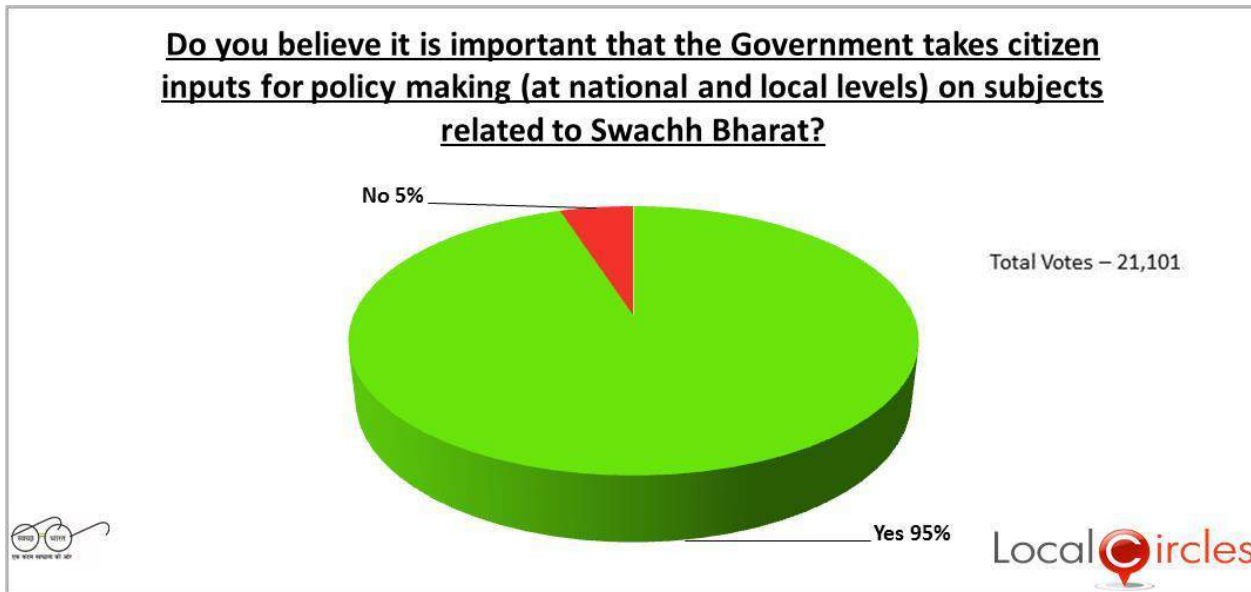
## Swachh Bharat Poll # 1



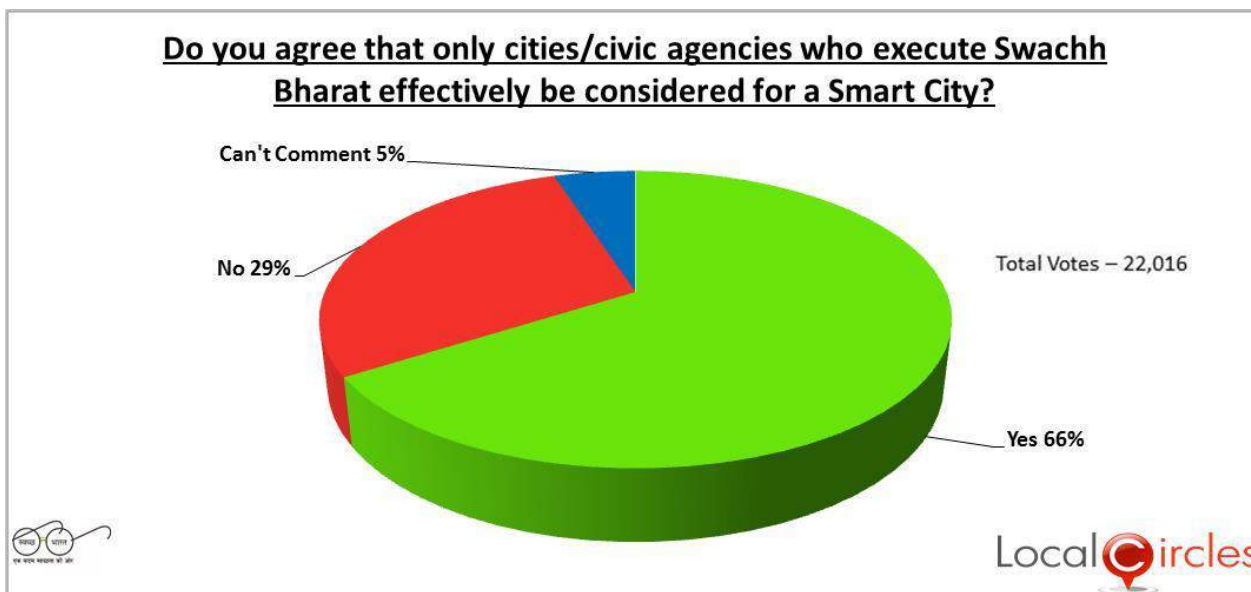
## Swachh Bharat Poll # 2



### Swachh Bharat Poll # 3



### Swachh Bharat Poll # 4



## Swachh Bharat Poll # 5



## Swachh Bharat Poll # 6

