



## INNOVATIVE MODEL FOR CLEAN INDIA

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### ABSTRACT

**T**oday's more than half of Indian rural population daily going to defecation over open space. This condition is very bad to achieve goal of sustainable and inclusive growth for India. Also many types of diseases spread due to improper solid waste and excreta Management therefore; Our Prime Minister of Shri Narendra Modi ji launched the Swachh Bharat Mission on October 2, 2014. According to this mission seeks to achieve the goal of Clean India in next five years so that the 150<sup>th</sup> birth anniversary of Mahatma Gandhi can be celebrated as an accomplishment of this duty. But, it is going to achieve this objective when government funds provision and expenditure in lakh crore rupees. Beside, government needs the big efforts for changing the mentality of rural society about regular using toilet facility in rural area of India. It is outside of controversy within the government. Hence, how to remove this both problem first, insufficient fund provision for construct the toilet facility at all over India and second, how to change the society mentality about using toilet facility for defecation through using this model at rural level. I have shown here my idea's concern to clean India.

**KEY WORDS:** Clean Indian, Swachh Bharat, Toilet Facility, Excreta Management and Health

### 1.INTRODUCTION

Individual Health and hygiene is largely dependent on adequate availability of drinking water and proper sanitation. There is, therefore, a direct relationship between water, sanitation and health. Consumption of unsafe drinking water, improper disposal of human excreta, improper environmental sanitation and lack of personal and food hygiene have been major causes of many diseases in developing countries. India is no exception to this. The government started the Central Rural Sanitation Program (CRSP) in 1986 primarily with the objective of improving the quality of life of the rural people and also to provide privacy and dignity to women.

The concept of sanitation was expanded to include personal hygiene, home sanitation, safe water,

garbage disposal, excreta disposal and waste water disposal. With this broader concept of sanitation, CRSP adopted a "demand driven" approach with the name "Total Sanitation Campaign" (TSC) with effect from 1999. The revised approach emphasized more on Information, Education and Communication (IEC), Human Resource Development, Capacity Development activities to increase awareness among the rural people and generation of demand for sanitary facilities. This enhanced people's capacity to choose appropriate options through alternate delivery mechanisms as per their economic condition. The Programme was implemented with focus on community-led and people centered initiatives. Financial incentives were provided to Below Poverty Line (BPL) households for



construction and usage of individual household latrines (IHHL) in recognition of their achievements. Assistance was also extended for construction of school toilet units, Anganwadi toilets and Community Sanitary Complexes (CSC) apart from undertaking activities under Solid and Liquid Waste Management (SLWM).

To give a fillip to the TSC, Government of India also launched the Nirmal Gram Puraskar (NGP) that sought to recognize the achievements and efforts made in ensuring full sanitation coverage. The award gained immense popularity and contributed effectively in bringing about a movement in the community for attaining the Nirmal Status thereby significantly adding to the achievements made for increasing the sanitation coverage in the rural areas of the country. Encouraged by the success of NGP, the TSC is being renamed as "Nirmal Bharat Abhiyan" (NBA). The objective is to accelerate the sanitation coverage in the rural areas so as to comprehensively cover the rural community through renewed strategies and saturation approach. The Swachh Bharat Mission (SBM) envisages covering the entire community for saturated outcomes with a view to create Nirmal Gram Panchayats with following priorities:

- ✧ Provision of Individual Household Latrine (IHHL) of both Below Poverty Line (BPL) and Identified Above Poverty Line (APL) households within a Gram Panchayat (GP).
- ✧ Gram Panchayats where all habitations have access to water to be taken up. Priority may be given to Gram Panchayats having a functional piped water supply.
- ✧ Provision of sanitation facilities in Government Schools and Anganwadis in Government buildings within these GPs.
- ✧ Solid and Liquid Waste Management (SLWM) for proposed and existing Nirmal Grams.
- ✧ Extensive capacity building of the stakeholders like Panchayati Raj Institutions (PRIs), Village Water and Sanitation Committees (VWSCs) and field functionaries for sustainable sanitation.
- ✧ Appropriate convergence with MNREGS with unskilled man-days and skilled man-days.

The Major Objectives of the Nirma Bharat Abhiyan are, Bring about an improvement in the general quality of life in the rural areas. Second, Accelerate sanitation coverage in rural areas to achieve the vision of Nirmal Bharat by 2022 with all gram Panchayats in the country attaining Nirmal status. Third, Motivate communities and Panchayati Raj Institutions promoting sustainable sanitation facilities through awareness

creation and health education. Fourth, To cover the remaining schools not covered under Sarva Shiksha Abhiyan (SSA) and Anganwadi Centers in the rural areas with proper sanitation facilities and undertake proactive promotion of hygiene education and sanitary habits among students. Fifth, Encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation. Last but not least is, Develop community managed environmental sanitation systems, focusing on solid & liquid waste management for overall cleanliness in the rural areas.

Provision of Individual household latrines is the Incentive average amount of Rs. 10,000/- for each toilet at all over India. This funding is given by Central and State Government through Mahatma Gandhi National Rural Employment Guarantee Act-MGNREGA (Rs. 4500/-) and District Water & Sanitation Mission-DWSM (Rs. 4600/-) respectively to BPL households and Identified above the Poverty Line (APL) households after they construct and use the toilets. Individual Contribution is only Rs. 900/- for own toilet construction. Other APL households are motivated to construct toilets with their own funds or by taking loans from SHGs, banks, cooperative institutions etc.

## 2.STATEMENT OF RESEARCH PROBLEM

Mahatma Gandhi communicated a quintessential message to the nation through his efforts to educate people around him about cleanliness. He wished to see a "Clean India" where people work hand in hand making the country clean. To work seriously towards this vision of Gandhiji, Prime Minister Shri Narendra launched the Swachh Bharat on October 2, 2014 and asked people from all walks of life to help in successful implementation of this mission. The mission seeks to achieve the goal of Clean India in the next five years, so that the 150<sup>th</sup> birth anniversary of Mahatma Gandhi can be celebrated as an accomplishment of this duty

But, it is going to achieve this objective when government funds provision and expenditure in lakh crore rupees. Beside, government needs the big efforts for changing the mentality of rural society about regular using toilet facilities in a rural area of India. It is outside of controversy within the government. Therefore, government a rise need of innovative ideas, policy, strategy or model for completion of objectives of Nirmal Bharat Abhiyan and Swachhy Bharat Mission within the determined period. Considering this, I have tried to contribute in how to achieve Prime Minister Goal in within a determined period through using my innovative model of clean India.

### 3. OBJECTIVES OF RESEARCH STUDY

1. To evaluate the performance of the Nirmal Bharat Abhiyan at National level.
2. To find out the error from implementation of the Nirmal Bharat Abhiyan.
3. To suggest the policy and strategy framework for Government.

### 4. HYPOTHESIS

1. To decline the cost of social welfare schemes through public choice.

### 5. RESEARCH METHODOLOGY

The present research work depends on the primary and secondary time series secondary data. Secondary Data collected from the Ministry of Drinking Water and Sanitation. This research study examines the Performance of Central Scheme of Nirmal Bharat Abhiyan at National Level. Therefore, we select the one village for analytical evaluation of the present scheme. The selection of this village of India based on the purpose of our study. Hence it will be a purposive sampling method.

#### 5.1. Methods of Data Collection:-

This analytical research study depends on Primary as well as secondary data. The necessary and essential secondary data will be collected from the Ministry

of Rural Development, Ministry of Drinking Water and Sanitation, and Portal of Digital India. The secondary data have collected for the period from 2006-07 to 2014-15 relating to concern scheme at India level and selected village level. The important and suitable statistical software's have used for the data processing and analysis purpose, namely Excel, etc. The necessary and appropriate tools will be used for the data analysis, which will be Mean, Coefficient of Variation, and Compound Growth Rate, etc. Along with these techniques, for the hypothesis testing purpose the researcher will use "t" test as per the needs and requirements and suitability of the method.

#### 5.2. Sample Selection:-

Primary data collected from village person defecates in the open space. We used the Interview method for collecting important data and information relating to their sanitation and latrine facility use in daily routine. We had selected 100 families from those were going to defecate in open space. To that end, we used convenient sample method for sample selection as per the purpose of our research study.

### 6. ANALYSIS OF IMPLEMENTED NIRMAL BHARAT ABHIYAN YOJANA AT NATIONAL LEVEL

**Table No.6.1: Present Scenario and Trend of Toilet Facility in India**

Sr. No.	Year	IHHL BPL	IHHL APL	Total IHHL	Average Family Size: (M-6)	School Toilets	Sanitary Complexes	Anganwadi Toilets
1	2006-07	5763430 (0.00%)	5764460 (0.00%)	1,15,27,890 (0.00%)	18,83,11,000 (0.00%)	236259 (0.00%)	3006 (0.00%)	86489 (0.00%)
2	2007-08	5570899 (-3.00%)	5694983 (-1.00%)	1,12,65,882 (-2.00%)	19,13,32,667 (2.00%)	253004 (7.00%)	3245 (8.00%)	68995 (-20%)
3	2008-09	5869608 (5.00%)	6538170 (15%)	1,24,07,778 (10%)	19,43,46,500 (2.00%)	144480 (-43%)	2230 (-31%)	66227 (-4.00%)
4	2009-10	6155933 (5.00%)	6087798 (-7.00%)	1,22,43,731 (-1.00%)	19,55,18,000 (1.00%)	105509 (-27%)	3377 (51%)	50823 (-23%)
5	2010-11	4734816 (-23%)	4064048 (-33%)	87,98,864 (-28%)	19,81,95,500 (1.00%)	122471 (16%)	2547 (-25%)	28409 (-44%)
6	2011-12	4322172 (-9.00%)	4582596 (13%)	89,04,768 (1.00%)	20,08,45,667 (1.00%)	80823 (-34%)	2645 (4.00%)	25889 (-9.00%)
7	2012-13	4173137 (-3.00%)	4616944 (1.00%)	87,90,081 (-1.00%)	20,34,66,667 (1.00%)	56316 (-30%)	2567 (-3.00%)	23456 (-9.00%)
8	2013-14	4199873 (1.00%)	3999331 (-13%)	81,99,204 (-7.00%)	20,60,57,500 (1.00%)	45250 (-20%)	2488 (-3.00%)	24750 (6.00%)
9	2014-15	4882840 (16%)	4125887 (3%)	90,08,727 (10%)	21,67,89,025 (5.00%)	90869 (101%)	3187 (28%)	30587 (24%)
<b>Mean</b>		<b>50,74,745</b>	<b>50,52,691</b>	<b>1,01,27,436</b>	<b>19,94,29,170</b>	<b>1,26,109</b>	<b>2,810</b>	<b>4,50,69</b>
<b>C.G.R</b>		<b>-4</b>	<b>-5</b>	<b>-5</b>	<b>2</b>	<b>-17</b>	<b>-1</b>	<b>-15</b>
<b>C.V</b>		<b>15</b>	<b>19</b>	<b>17</b>	<b>4</b>	<b>59</b>	<b>14</b>	<b>53</b>

Source: Ministry of Drinking Water and Sanitation (Nirmal Bharat Abhiyan)

Note: ( ) Indicate the Annual Net Percentage Change

Above table show that toilet construction activities of Indian Government. On 2<sup>nd</sup> Oct, 2014 occasion of anniversary of Mahatma Gandhi, Honorable Prime Minister of Narendra Modi determined big aim of clean India. Therefore, government mostly focused on how to achieve this objective up to 2019. Central as well as State government has been giving subsidies for construct the various types of toilet like IHHL, School toilet, Sanitary Complexes and Anganwadi toilets as per the purpose of use and location. In 2006-07, total number of IHHL was

1,15,27,890 and other toilets was gradually 2,36,259 for School, Sanitary Complexes was 3,006 and Anganwadi toilets was 86,489. From 2006-07 to 2014-15, we averagely construct the IHHL is 1,01,27,436. That mean our government expend the huge budget on sanitary activities.

But after looking the growth rate of all types of toilet construction activities. They have in minus like IHHL is minus 5, Anganwadi toilet growth is minus 15. Summary, this condition is very bad for achieve the objectives of clean India.

**Table No.6.2: Expected and Actual Expenditure on Toilet Facility in India**

Sr. No	Year	Total IHHL	Actual Expenditure on Toilet Construction In Billion (00,000,000,000) -Thousand Crore	Without Toilet Families In Million (00,000,000) -Crore	Extra Expected Expenditure Require for Without toilet Families, In Trillion (000,000,000,000) -Lakh Crore
1	2006-07	1,15,27,890	11.5	17.6	1.76
2	2007-08	1,12,65,882	11.2	16.8	1.68
3	2008-09	1,24,07,778	12.4	15.9	1.59
4	2009-10	1,22,43,731	12.2	14.8	1.48
5	2010-11	87,98,864	8.81	14.1	1.41
6	2011-12	89,04,768	8.90	13.5	1.35
7	2012-13	87,90,081	8.79	12.9	1.29
8	2013-14	81,99,204	8.19	12.3	1.23
9	2014-15	90,08,727	9.01	12.5	1.25
<b>Mean</b>			<b>10</b>	<b>14.5</b>	<b>1.45</b>

Source: Ministry of Drinking Water and Sanitation (Nirmal Bharat Abhiyan)

Table reveals that government expenditure on construct the toilet facilities at national level. Besides table shows that without toilet families of India and Coloum last showing that require extra fund provision for without toilet families at National Level. Indian government has been spending averagely 10 Billion rupees on IHHL. Anyway yet, 12.5 million Indian families not using toilet for defecation. This is very dangerous and big challenge to

achieve Health and Sustainable growth for developing India. If we want supply the toilet facilities to remained families. Then, government should expend or do the fund provision in trillion rupees. But, this is not possible to our government for expend his big budget on only toilet construction activities. Today's Indian Government done the provision only 4 to 5 percent to total G.D.P.

**Table No.6.3: Present Scenario of toilets constructed and required toilets in India**

Sr. No	Year	Cumulative Frequency of Toilet	Without Toilet Families In Million (00,000,000) -Crore
1	2006-07	1,15,27,890	17.6
2	2007-08	2,27,93,772	16.8
3	2008-09	3,52,01,550	15.9
4	2009-10	4,74,45,281	14.8
5	2010-11	5,62,44,145	14.1
6	2011-12	6,51,48,913	13.5
7	2012-13	7,39,38,994	12.9
8	2013-14	8,21,38,198	12.3
9	2014-15	9,11,46,925	12.5

Source: Ministry of Drinking Water and Sanitation (Nirmal Bharat Abhiyan)

Table display the cumulative frequency of toilet construction at national level. Up to now, we have constructed total number of toilet is 9,11,46,925. Anyways, ours more than half population doesn't use toilet facility for defecate. Therefore, various communicable diseases

spread due to improper excreta management and solid waste disposal at local level. Conclusion, our labour work efficiency is less than to developed countries work force due to physically unstrongness.

**Table No.6.4: Expenditure Gap on Providing Toilet Facility in India.**

Sr. No	Year	Expected Expenditure On Toilet In Trillion (000,000,000,000) -Lakh Crore	Actual Expenditure on Toilet Construction In Billion (00,000,000,000) -Thousand Crore	Expenditure Gap In Trillion (000,000,000,000) -Lakh Crore
1	2006-07	1.88	11.5	1.76
2	2007-08	1.79	11.2	1.68
3	2008-09	1.71	12.4	1.59
4	2009-10	1.60	12.2	1.48
5	2010-11	1.50	8.81	1.41
6	2011-12	1.44	8.90	1.35
7	2012-13	1.38	8.79	1.29
8	2013-14	1.32	8.19	1.23
9	2014-15	1.34	9.01	1.25
<b>Mean</b>		<b>1.55</b>	<b>10</b>	<b>1.45</b>

Source: Ministry of Drinking Water and Sanitation (Nirmal Bharat Abhiyan)

Above table shows that expenditure gap between expected expenditure and actual expenditure on toilet facility. We can see the trillion of rupees gap found between these both expenditure type. Summary, our

government expend very less amount on toilet construction activities at national level compaire to expected expenditure of concern service.

## 7. ANALYSIS OF IMPLEMENTED NIRMAL BHARAT ABHIYAN YOJANA AT VILLAGE LEVEL

**Table No.7.1: Number of Beneficiaries and Construction Cost of Toilets in Malshiras Village**

Sr. No	Year	Beneficiaries Families	The total cost of toilets Construction
1	2005-06	47	4,70,000
2	2006-07	76	7,60,000
3	2007-08	83	8,30,000
4	2008-09	68	6,80,000
5	2009-10	58	5,80,000
6	2010-11	62	6,20,000
7	2011-12	77	7,70,000
8	2012-13	71	7,10,000
9	2013-14	92	9,20,000
<b>Mean</b>		<b>70</b>	<b>7,04,444</b>
<b>C.G.R</b>		<b>4.00</b>	<b>4.00</b>
<b>C.V</b>		<b>19</b>	<b>19</b>

Source: Grampanchayat Annual Report, 2015

Above table 7.1 indicate the year wise toilet construction activities under the Nirmal Bharat Abhiyan at village level. We have selected Malshiras tahsil for study purpose. Under this scheme, government build averagely

70 toilet in each year and this growth at 4 percent per annum. Variation normal at 19 percent. Beside, second coloum indicate local that government averagely spend 7 lakh rupees on concern activities at village level.

**Table No.7.2: Actual Utilization of provided toilet facility in Malshiras**

Sr. No	Year	Beneficiaries Families	Beneficial Families do not use the toilet
1	2005-06	47	38 (81%)
2	2006-07	76	58 (76%)
3	2007-08	83	61 (73%)
4	2008-09	68	48 (71%)
5	2009-10	58	39 (67%)
6	2010-11	62	41 (66%)
7	2011-12	77	48 (62%)
8	2012-13	71	41 (58%)
9	2013-14	92	52 (57%)
<b>Mean</b>		<b>70</b>	<b>47 (67%)</b>
<b>C.G.R</b>		<b>4.00</b>	<b>-0.70</b>
<b>C.V</b>		<b>19</b>	<b>18</b>

Source: Grampanchayat Annual Report, 2015

Table 7.2 revealed that actual utilization of provided toilet facility at village level. In 2005-06, build 47 toilet. But, after the end of this year found dangerous results of use of toilet facility by owner. 81 per cent beneficial families haven't used own toilet and in 2013-14 yet, 57 per cent families didn't use their own toilet facilities. They were going to defecate on open ground. Conclusion, in the selected period of study, averagely more than half (67%) families haven't been using their own toilet facilities for defecate.

## 8.ANALYSIS OF COLLECTED DATA FROM RESPONDENT

**Table No.8.1: Household Annual Expenditure on Daily Needs**

Sr. No	Types Need	Daily Need	Household Expenditure (%)
1	<b>Basic Necessities</b>	<ul style="list-style-type: none"> <li>➤ Food</li> <li>➤ Water</li> <li>➤ Clothes</li> <li>➤ House</li> <li>➤ Education</li> <li>➤ Health</li> </ul>	54%
2	<b>Sanitations</b>	<ul style="list-style-type: none"> <li>➤ Toilet</li> <li>➤ Latrine</li> <li>➤ Cleaning</li> <li>➤ Sanitation Pit</li> <li>➤ Waste management</li> </ul>	8%
3	<b>Luxuries</b>	<ul style="list-style-type: none"> <li>➤ Mobile &amp; Recharge</li> <li>➤ T.V &amp; Dish</li> <li>➤ Bike</li> <li>➤ Germs, Jewelry</li> <li>➤ Cars/Coach</li> </ul>	38%
<b>Total Expenditure</b>			<b>100%</b>

Source: Primary Survey

We studied distribution of annual income of respondent on their daily needs. Results show very surprisingly that people spend their 54 percent income spend on basic necessities but remained part of income mostly spend on luxuries good than sanitations. Therefore,

we conclude that society prefer private goods like Mobile, T.V, Bike than public goods like toilet, latrine, cleaning, sanitation pit and waste management after completion of their basic necessities. Moreover, we see the people yet not serious about sanitation.

**Table No.8.2: Household Expenditure on Luxurious Items**

Sr.No	Items of Luxurious	Expenditure (%)
1	Mobile & Recharge	58%
2	TV & Dish	21%
3	Jewelry & Gems	10%
4	Bike	7%
5	Car/Coach	4%
<b>Total</b>		<b>100%</b>

Source: Primary Survey

Above table no. 8.2 shows that how to divert household luxuries expenditure on particular item. After a collection of primary data, we founded that parge part (58%) of income spend on purchasing of mobile and recharge. Because, we have seen in the society. Peoples using costly mobile (e.g: lenovo, Samsung, Micromax, Sony

etc.,) mobile amount around approximately Rs.10,000 to 12,000. Also, secondly society preference to T.V. & Dish. 21 per cent luxury expenditure going on intertainment items and then gradually their income spend on jewelry, Gems (10%), Bike (7%) and Car/Coarch (4%)

**Table No.8.3: Annual Income of Respondent Families**

Sr. No	Income (In Rupees)	Number of Respondent
1	Below Rs.25,000/-	26%
2	Rs. 25,000 to 1,00,000/-	21%
3	Rs. 1,00,000 to 2,00,000/-	24%
4	Rs. 2,00,000 to 5,00,000/-	19%
5	Rs. Above Rs. 5,00,000/-	10%
<b>Total Families</b>		<b>100%</b>

Source: Primary Survey

Table Reveal the information about annual income of respondent. We have selected respondent based on convenient sample method. 26 per cent respondent found in income group of below the Rs.25,000/-, 21 per cent respondent seen in income group of 25,000 to 1 Lakh and gradually respondent percentage decline

with income level rise. But, we can conclude that all income group member has been going to defecate on open space. Moreover, we commonly tell that rural people's mentality haven't changed for using toilet facility at personal level. This is very dangerous for aquire healthy and green growth.

**Table No.8.4: Economic Group Wise Classification of Respondent**

Sr. No	Economics Group	Number of Respondent
1	BPL	52 (52%)
2	APL	48 (48%)
<b>Total Respondent</b>		<b>100 (100%)</b>

Source: Primary Survey

When we tried to find out economic group wise families, those were going to fefecate on open ground.

Table no. 8.4 showing nearly 50-50 per cent respondent families are not using toilet facilities for defecation.

**Table No.8.5: Social Group Wise Respondents**

Sr.No	Category	Number of Respondent
1	SC & ST	33 (33%)
2	OBC	35 (35%)
3	General	32 (32%)
<b>Total</b>		<b>100 (100%)</b>

Source: Primary Survey

Above table shows that except the marginal difference in among social group respondent. Equale ratio found in that respondent group, those weren't using toilet

facility for defecation purpose. Therefore, we conclude that same habit of defecate on open ground found in all societies like SC, ST, OBC and General.

**Table No.8.6: Availability of Individual Toilet Facility**

Sr.No	Have you own toilet facility in present	Number of Respondent
1	Yes	33 (33%)
2	No	67 (67%)
<b>Total</b>		<b>100 (100%)</b>

Source: Primary Survey

Above primary data indicate that only 33 per cent families construct own toilet and yet 67 per cent families weren't construct own toilet. Beside, one important thing found in respondent families. Though 33 per cent

families constructed own toilet anyways, they aren't using their own toilet for daily purpose due to their mentality are not change about toilet use.

**Table No.8.7: Extent of Beneficiaries of Government Toilet Subsidy**

Sr.No	Did You Took Benefit of Toilet Subsidy	Number of Respondent
1	Yes	44 (44%)
2	No	56 (56%)
<b>Total</b>		<b>100 (100%)</b>

Source: Primary Survey

Above table showing that number of beneficiaries of government toilet subsidy. Almost half of respondent took government subsidy for toilet construction activity. But, when we actually seen the utilization of sanctioned

subsidy to beneficiaries. Results were unbelived, respondent families using this subsidies to other purpose like construct the cattle water tank, etc.

**Table No.8.8: Extent of Households using Luxurious Goods**

Sr. No	Luxurious Goods	Number of Usable Family (%)
1	Mobile	100 (100%)
2	T.V & Dish	76 (76%)
3	Jewelry	72 (72%)
4	Bike	20 (20%)
5	Car/Coach	12 (12%)

Source: Primary Survey

When we decide the find out proportion of household using luxurious good. Results shows surprisingly, 100 per cent families using mobile service to daily purpose, 76 per cent families using T.V & Dish for intertainment purpose, 72 per cent respondent given choice to holding jewelry. 20

per cent respondent have their own bike and 12 per cent families have their own purchased car/ coach. But anyways, their mentality about using toilet facility for defecation hasn't changed.

## 9. ANALYSIS OF IMPLEMENTED INNOVATIVE MODEL OF CLEAN INDIA IN SOCIETY

**Table No.9.1: Respondents for Implementation of Clean India Model**

Sr.No	Sample Selection Based on Category	Sample Selection Based on Income Level	Number of Selected Families
S1	SC & ST- 66 Family (33%)	Below Rs.25,000/-	17 (26%)
S2		Rs. 25,000 to 1,00,000/-	14 (21%)
S3		Rs. 1,00,000 to 2,00,000/-	16 (24%)
S4		Rs. 2,00,000 to 5,00,000/-	13 (19%)
S5		Rs. Above Rs. 5,00,000/-	06 (10%)
O6	OBC-70 Families (35%)	Below Rs.25,000/-	18 (26%)
O7		Rs. 25,000 to 1,00,000/-	15 (21%)
O8		Rs. 1,00,000 to 2,00,000/-	17 (24%)
O9		Rs. 2,00,000 to 5,00,000/-	13 (19%)
O10		Rs. Above Rs. 5,00,000/-	07 (10%)
G11	GENERAL-64 Families (32%)	Below Rs.25,000/-	17 (26%)
G12		Rs. 25,000 to 1,00,000/-	13 (21%)
G13		Rs. 1,00,000 to 2,00,000/-	15 (24%)
G14		Rs. 2,00,000 to 5,00,000/-	12 (19%)
G15		Rs. Above Rs. 5,00,000/-	07 (10%)
<b>Total</b>			<b>200 (100%)</b>

We have introduced scheme of innovative award for toilet construction. Therefore, we demanded application for participation from village. After that 600 to 700 applications came for participation in innovative scheme. We conduct the scientific filter for selection of respondent from among applicant. We used income and category criteria for 200 families selection for

implementation of innovative project as per the criteria of first 100 respondent selection. After that respondent confirmation, families distributed at 33 per cent in SC & ST, 35 per cent in OBC and remained 32 per cent in General Category. In this way, we have selected 200 families from different income groups and cast category.

**Table No.9.2: Innovative Awards Given to Participated Families**

Sr. No	Types of Latrine	Nature of Award	No. of Families	Cost Analysis Actual Cost of Toilet Construction	Governmental Cost of Toilet
1	<b>Pakka Toilet</b>	Colour T.V & Dish	36	Colour T.V=5,800 Tata Sky Dish=700 2,34,000/-	3,60,000/-
2	<b>Kaccha Toilet</b>	Android Tab & Ann. Internet	106	Intex Adroid Tab=5,000 Internet (1yrs) =700 6,04,200/-	10,60,000/-
3	<b>Sanitation Pit</b>	Only Colour T.V	58	Mini Colour T.V=3,000 1,74,800/-	5,80,000/-
<b>Total</b>			<b>200</b>	<b>10,13,000/-</b>	<b>20,00,000/-</b>

Above table no. 9.2 revealed that three type of different award for different type of toilet construction. E.g: who prepared pakka toilet, we given them one colour T.V with TATA Dish and annual dish recharge for one year. Second, who prepared kachha toilet, we given to them android mobile with averagely 25 MB data in one week for one year and lastly, who prepared sanitation pit, those were qualified for third prize of mini colour T.V and local channel table for intertainment. In this way, we construct the toilets based on people initiative through innovative award. Conclusion, 100 per cent families construct the

toilet their own cost. They didn't take any governmental support for that, means if we will success in find out exact public choice, then we will reduce governmental expenditure on social welfare scheme through using their choice.

Table shows that 36 families constructed pakka toilet, 106 families build the kachha toilet and remained 58 families build the sanitation pits for defecation. In this way, all participated families construct toilet and using them at the present time.

<b>Total Expenditure Gap (Constructed Toilets)</b>	=	Total Cost as per the Govt. Estimation -Total Actual Cost
	=	20, 00,000 - 10, 13,000/-
<b>T.E.G</b>	=	9, 87,000/-
<b>Per Toilet Saving</b>	=	Total Expenditure Gap ÷ Total Number of Constructed Toilets
	=	9, 87,000 ÷ 200
<b>P.T.S</b>	=	4,935/-
<b>er Toilet Actual Cost</b>	=	Total Actual Cost ÷ Total Number of Constructed Toilets
	=	10, 13,000 ÷ 200
<b>P.T.A.C</b>	=	5,065/-
<b>orcaste of Actual Expenditure on Remained Toilet Construction at India (National) Level.</b>		
<b>Forcaste of Total Toilet Expenditure</b>		
	=	Present Without Toilet Families * Per Toilet Actual Cost
	=	12, 56, 42,100 * 5065
	=	Rs.63.6 Thousand Crore (In Billions)

**Table No.9.3: Proposed Expenditure to Complete Target of Swachhya Bharat Mission (by 2019) & Nirmal Bharat Abhiyan by 2022**

- Today's India's Actual Average Expenditure on Sanitation = Rs. 10 Thousand Crore

Sr. No	Year	Forcaste of Government Average Expenditure on Sanitation In Billion (00,000,000,000) -In Thousand Crore
1	2016	10
2	2017	10
3	2018	10
4	2019	10
5	2020	10
6	2021	10
7	2022	3.6
<b>Total</b>		<b>63.6-Target Complete By 2022</b>

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## 10.CONCLUSION

The study concludes that people prefer private (Luxurious) good like Mobile, T.V, Bike etc., than the basic and public good like sanitation. Example: People can't interesting to build the own toilet due to their mentality has not changed yet.

## 11.SUGGESTION

The goal of clean India can be realized through diverting some financial resource from the private goods like Mobile, Dish T.V towards essential and public goods like sanitation. Use Public Choice in Implementation of Social Welfare Schemes of Governments.