
SWACHH BHARAT MISSION; AN OVERVIEW

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Abstract

Swachh Bharat Abhiyan was launched by the Prime Minister Narendra Modi on 2nd of October, 2014 at Rajghat, New Delhi with an aim to make India clean. Aim was to provide sanitation facilities to every family, including toilets, solid and liquid waste disposal systems, village cleanliness, and safe and adequate drinking water supply by 2nd October, 2019. It will be a befitting tribute to the Father of the Nation on his 150th birth anniversary. It has been clearly declared that the campaign is not only the duty of the government but each and every citizen of the country is equally responsible to keep the nation clean or swachh. The Narendra Modi Government launched the “Swachh Bharat” movement to solve the sanitation problem and waste management in India by ensuring hygiene across the country. Emphasizing on “Clean India” in his 2014 Independence Day speech, PM Modi said that this movement is associated with the economic activity of the country. This research article is an attempt to find out the objectives and impact of Swachh Bharat Mission on overall economic development of India. Clean India and Green India are the two sides of one coin, i.e., sustainable development in India. The prime objective of the Mission is to eliminate or reduce open defecation. There is a need of an attitudinal change on the part of all citizens to fulfill the mission of a clean India in its true spirit.

Keywords: *Clean India, Green India, Swachh Bharat Mission, Sustainable Development.*

Introduction

Swachta that is cleanliness is the abstract state of being clean and the habit of achieving and maintaining that state. Cleanliness may imply a moral quality, as indicated by the aphorism “Cleanliness is next to Godliness”, and may be regarded as contributing to other ideals such as health and beauty. Cleanliness is related to hygiene and diseases prevention. When we talk about hygiene and diseases then it is necessary to add drinking water and sanitation with it. Without proper sanitation we can't keep our surroundings clean and prevent ourselves from diseases.

Mahatma Gandhi said “Sanitation is more important than Independence”. He made cleanliness and sanitation an integral part of Gandhian way of living. His dream was total sanitation for all. He used to emphasize that

cleanliness is most important for physical well-being and a healthy environment.

Swachh Bharat Abhiyaan (SBA) a cleanliness drive announced by our hon'ble PM Narendra Modi. It is perceived to be one of the largest programs for our country to take hygiene and sanitation practices a step further by attributing our Nation with Social Inclusion and Clean Environment [1].

Whichever Government comes into the power, one of its main priorities is to make India clean. And for the same objective, the government had launched a scheme with the name ‘Swachh Bharat Abhiyan’. The government had associated the ‘Swachh Bharat Abhiyan’ with the ‘Father of the Nation’, Mahatma Gandhi, as he was a great supporter of the cleanliness cause in the country and throughout his life was involved

in activities related to sanitation and hygiene. The Abhiyan was launched by the PM Narendra Modi on 2nd of October, 2014 at Rajghat, New Delhi with an aim to make India clean. Aim was to provide sanitation facilities to every family, including toilets, solid and liquid waste disposal systems, village cleanliness, and safe and adequate drinking water supply by 2nd October, 2019. It will be a befitting tribute to the Father of the Nation on his 150th birth anniversary. It is significant that the PM himself is taking very proactive role in making the campaign a success; at Rajghat he started the campaign by cleaning the street by himself.

Objective of the Study

To study the objectives of Swachh Bharat Mission.

To study the impact of Swachh Bharat Mission.

Research Methodology

The study is based on secondary sources of data or information. Different books, newspapers and relevant websites have been consulted in order to make the study effective one. The study attempts to examine the impact of Swachh Bharat Mission on various sectors of India. The study also focused on need and objective of Swachh Bharat Mission.

Review of Literature

Tiwari (2014) studied the objective of Swachh Bharat Mission. The study also focused on awareness level of this National Mission on Swachh Bharat: Swachh Vidyalaya in the middle school students of public and private schools [2].

Thakkar (2015) studied the objective, merits and importance of Swachh Bharat Mission. The study also focused on impact of Swachh Bharat Mission on health and education sectors. The study concluded that the mission of Clean India or Green India is an appreciable step of Modi Government [3].

Swachh Bharat Mission

PM Narendra Modi launched the Swachh Bharat Mission on October 2, 2014, the 145th birth anniversary of Mahatma Gandhi. The

ambitious programme aims to make the streets, roads and infrastructure across the country clean by October 2, 2019, the 150th birth anniversary of the Father of the Nation. It is India's biggest ever cleanliness drive.

Launching the mission, PM nominated nine famous personalities for the campaign. Eminent personalities such as Aamir Khan, Amitabh Bachchan, Kailash Kher, Priyanka Chopra, and leading sports persons like Sachin Tendulkar, Sania Mirza, Saina Nehwal and Mary Kom were part of the Swachh Bharat Mission initiative. As per the government data, till November 2018, around 25 states and more than 5 lakhs villages have been declared Open Defecation Free (ODF) and 96.55% rural household have now access to toilets. The urban component of the mission is being managed by the Union Ministry of Urban Development. Around three million government employees and school and college students of India participated in the event in its initial phase. The rural component of the mission is being handled by the Union Ministry of Drinking Water and Sanitation [4].

Objectives of Swachh Bharat Mission

The campaign of Swachh Bharat launched by the government of India is aimed to accomplish various goals and fulfill the vision and mission of "Clean India" by 2nd of October, 2019 which is 150th birth anniversary of great Mahatma Gandhi. It has been expected that the investment to cost would be over 62000 crore of Indian rupee. It has been declared by the government that this campaign is taken as "beyond politics" and "inspired by patriotism". Following are the some important objectives of the Swachh Bharat Abhiyan:

To eradicate the system of open defecation in India.

To convert the insanitary toilets into pour flush toilets.

To make people aware of healthy sanitation practices by bringing behavioral changes in people.

To link people with the programmes of sanitation and public health in order to generate public awareness.

To build up the urban local bodies strong in order to design, execute and operate all systems related to cleanliness.

To completely start the scientific processing, disposals reuse and recycling the Municipal Solid Waste.

To provide required environment for the private sectors to get participated in the capital expenditure for all the operations and maintenance costs related to the clean campaign [5].

To set up a network of the water pipeline in rural areas, ensuring a regular water supply to people by the year 2019.

To construct toilets separately for girls and boys in all Indian schools.

To provide the toilet facility to all Aanganwadis.

This mission will help to make clean India's tourist destination which will bring more people and will also bring a paradigm shift in the country's global perception.

Impact of Swachh Bharat Mission - Swachh Bharat Mission has positive impacts on tourism, health, clean technology, individual productivity, foreign direct investment, environment and others.

Tourism – India is a land of cultural heritage and rich history. Tourism generate around 6.6% of India's GDP and 39.5 million Indians are directly employed in this sector. The biggest limitation for India to promote tourism is cleanliness. Foreign tourist are very particular about hygiene and cleanliness. Swachh Bharat Mission will help in generating employment through tourism and boost India's GDP.

Foreign Direct Investment- As per current economic conditions, India urgently need Foreign Direct Investment (FDI). India inspired from Singapore which undertook similar cleanliness drive from 1977 to 1987. It helped Singapore to attract FDI. Hope Swachh Bharat Mission will do the same wonder for India.

Health- Poor hygienic and cleanliness are the two major causes of illness. Swachh Bharat Mission will have positive impact on India's health care sector.

Clean Technology- Gradually focus on cleanliness and hygiene will shift focus towards use of clean technology i.e. non-pollution in nature. It will involve use of bio-degradable fuel and products. Any shift toward clean technology will have positive ripple effect on entire economy. New technology bring new set of employment opportunities like in case of information technology. Focus on new technology will lead to new skill development for innovation thus help in generating new employment/entrepreneurial opportunities for India's youth. India can become hub of clean technology for entire world. Swachh Bharat Mission should not be linked only to cleanliness and hygiene but it has larger objective of putting India in the League of Nations working towards technological development for future.

Individual Productivity- Healthy body results in Healthy mind which is directly proportional to productivity of an individuals. Swachh Bharat Mission will leads to Healthy India which in turn increase productivity of Indians. Developed countries are live example of how healthy citizen can help in increasing per capita GDP of the country [6].

Conclusion

Swachh Bharat Mission has really a great impact on Indian society. Peoples are taking an initiative to clean village, society, colony, city, railway platforms. A series of awareness, campaigns by the district administration, state government, and central government made the people conscious about the hazards of pollution. Though the government has greatly publicized this mission, yet there is a lack of adequate awareness about making India clean, which is a major cause of concern. If each and every person starts making efforts for keeping their surroundings clean, we would definitely see

the positive results soon. Every countryman should take a pledge that he/she will contribute towards making India clean in the true sense of the term and then only we can pay tribute in real sense to Mahatma Gandhi on his 150th birth anniversary in 2019. Though people have started to pitch in to help spread the message of 'Cleanliness is next to Godliness', we still have miles to go. The government needs to work on the entire sanitation value chain including water supply, safe disposal and treatment of waste, and maintenance of infrastructure.

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