



SWACHH BHARAT ABHIYAN – ONE STEP TOWARDS CLEANLINESS IN INDIA

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ABSTRACT

The Prime Minister of India, Shri Narendra Modi, launched the Swachh Bharat Mission on 2nd October, 2014. The Mission Coordinator shall be Secretary, Department of Drinking Water and Sanitation (DDWS), Ministry of Jalshakti with two Sub-Missions – the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban). The Mission aims to achieve a Swachh Bharat by 2019, as a fitting tribute to Mahatma Gandhi on his 150th birth anniversary.

Keywords :- Swachh Bharat, ODF, GDP, Clean India

INTRODUCTION

Mahatma Gandhi rightly said, “Sanitation is more important than independence”. Swachh Bharat Abhiyan was launched by the Government of India to solve the problems of sanitation and waste management in India by ensuring hygiene across the country. The main aim of the project is to create sanitation facilities for all and provide every rural family with a toilet by 2019.

Prime Minister Narendra Modi has directly linked clean India with the economic health of the country. This mission has provided a source of employment to many people, contributed to the GDP growth, and reduced health costs to an extent.



India is home to the world's second largest population. This mission is the biggest social initiative taken up by the Government of India to enhance hygiene standards. The movement has helped in cleaning up the streets, roads, and infrastructure in many cities, small towns, and rural areas of India. High-levels of advocacy have helped in reducing open defecation and promote building household owned and community owned toilets. This has risen the hygiene and sanitation standards in the country.

Objectives of Swachh Bharat Abhiyan

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 (means US\$ of 9.7 billion). 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 remove the system of manual scavenging.
- 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.

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Finance

Swachh Bharat Abhiyan is expected to cost over 620 billion (US\$9.0 billion). The government provides an incentive of 2,000 (US\$170) for each toilet constructed by a rural family. An amount of 90 billion (US\$1.3 billion) was allocated for the mission in the 2016 Union budget of India. The World Bank provided a US\$1.5 billion loan and \$25 million in technical assistance in 2016 for the Swachh Bharat Mission to support India's universal sanitation initiation. The programme has also received funds and technical support from the World Bank, corporations as part of corporate social responsibility initiatives, and by state governments under the Sarva Shiksha Abhiyan and Rashtriya Madhyamik Shiksha Abhiyan schemes. The mission was very helpful to all Indians.

Promotional campaigns



Swachh Bharat Abhiyan is started to make India a clean India by the effort of all the citizens living in the country. It has been clearly declared by the Prime Minister, Narendra Modi that anyone can actively participate in the event anytime. He just need to take snaps of the dirty places and also take snaps of the same places after cleaning them and upload both, before and after snaps on the social media websites like Facebook, Twitter, etc to familiarize and motivate other common people to do the same in order to fulfill the vision of clean India.

- **Uploading Snaps on the Internet:**



After such request by the Indian prime minister to the Indian public, it was started rapidly by the people of India. From the day of launching of event, people became very active and motivated, and started doing the same by taking both before and after snaps and uploaded it to the social media websites to globalize the campaign. It was also said by Narendra Modi that those who do this would really be appreciated for his/her involvement in the campaign by the government on the social media websites.

- **Celebrities Involvement in the Initiative:**

Many famous personalities of the bollywood, tollywood, politicians, sports, business industries, etc such as Aamir Khan, Amitabh Bachchan, Hrithik Roshan, Sachin Tendulkar, Mridula Sinha Ji, Anil Ambani, Baba Ramdev, Shashi Tharoor, Kamal Haasan, Priyanka Chopra, M. Venkaiah Naidu, Amit Shah, Salman Khan, team of 'Tarak Mehta Ka Oolta Chashma' and many others participated in the campaign according to their own decided dates and uploaded their pictures on the internet via Facebook and Twitter.

- **Participation of Schools and Colleges in the Campaign:**

It was also followed by the students from schools, colleges, universities, and other educational institutions. Youths of the country involved in the daily routine jobs and other business activities also participated in the event and did the same. All the activities done by famous personalities, students and youths of the country supported and encouraged common public to get involved in the campaign very actively. We as an Indian citizen just need to pick up the broom in our hand and clean all the dirty places in our surroundings to make them clean and neat.

- **Involvement of Developers and Media in the Campaign:**

Most of the independent application developers have developed many mobile applications using mobile technologies to make this campaign a successful one. Electronic and print media is also boosting this campaign through their articles and news publications. Times of India newspaper has motivated people towards this campaign by publishing an article under the title 'Desi companies beat Facebook in 'Swachh' apps race'. Another published article is under title "This Indian App Could Change How People Talk to Their Government".

Nationwide Real Time Monitoring System

A 'Nationwide Real Time Monitoring System' has also been launched by the Government of India in order to construct toilets under this campaign aiming to attain 100% Open Defecation



Free India by 2019. As of November 2018, around 88.32% villages were made Open Defecation Free and the work is still in progress.

A short film on the Swachh Bharat has been made by the NIT Rourkela PHD students to convey most important message of Swachh Bharat to people. We should participate in this mission by joining our hands together and taking this clean India initiative as an important part of our lives as the vision of clean India can only be achieved through the effort of each and every Indian citizen and not by the effort of government only.

A Movie supporting this Campaign

A movie named as 'Toilet: Ek Prem Katha' was released on 11 August 2017. This film was directed by Shree Narayan Singh and co-produced by Akshay Kumar and Neeraj Pandey. Lead roles were played by Akshay Kumar and Bhumi Pednekar. This movie supported the campaign of Swachh Bharat Abhiyan run by the Modi government in order to improve the sanitation conditions and promote the eradication of open defecation especially in the rural areas.

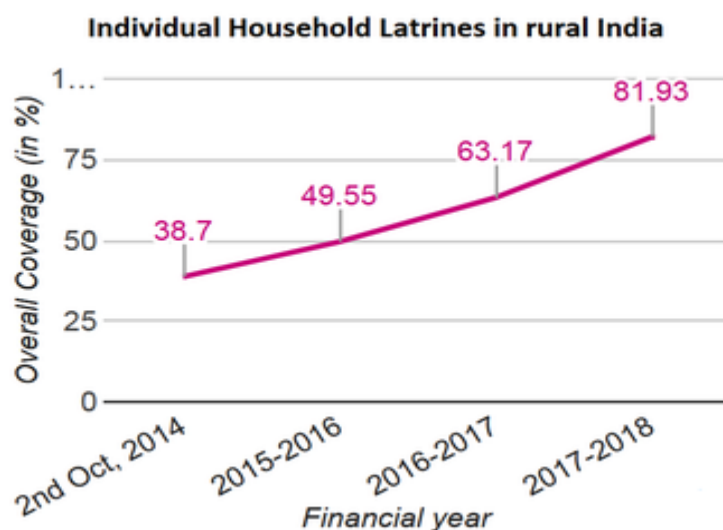
Celebrities involved in Swachh Bharat Abhiyan

Anil Ambani, Chairman of Reliance Group
Aamir Khan, Actor
Amitabh Bachchan, Actor
Baba Ramdev, Spiritual leader
Chanda Kochhar, Managing director of ICICI Bank
Hrithik Roshan, Actor
Kamal Hassan, Actor
Kapil Sharma, Stand-up Comedian
Manisha Koirala, Actress
Mridula Sinha, Writer in Hindi Literature and Politician
Priyanka Chopra, Actress
Ruby Yadav
Sachin Tendulkar, Former Indian cricketer
Saina Nehwal, Indian Badminton Player
Salman Khan, Actor
Shashi Tharoor, Politician
Team of Taarak Mehta Ka Ooltah Chashmah, TV Serial

FACTS AND FIGURES ABOUT SWACHH BHARAT MISSION

Following are few facts and figures (as of Nov. 2018) regarding the Swachh Bharat Mission:

- Around 89 million household toilets were built since 2nd October, 2014
- More than 5 lakh villages were made ODF i.e. Open Defecation Free, under the campaign.
- Additional 4465 villages were made ODF across Namami Gange Initiative
- 533 districts and 25 states were made ODF under the scheme.
- The 'Household Toilet Coverage' in India has increased to 96.55% till November 2018 from 38.70% in October, 2014.
- 745.04 lakhs people uploaded their photographs under the Swachh Bharat Abhiyan since 02nd Oct, 2014.



In 2017, the national sanitation coverage rose to 65% from 38.7% on Oct 2, 2014 before the start of the campaign. It was 90% in August 2018. Eleven states, 314 districts and 3.25 lakh villages were declared Open Defecation Free (ODF) by 15 February 2018.

The cities and towns which have been declared ODF stood at 22 percent and the urban wards which have achieved 100 percent door-to-door solid waste collection stood at 50 percent. The number of Swachhagrahi volunteers working across urban local bodies rose to 20,000, and those working in rural India rose to more than a lakh. The number of schools with separate toilet facilities for girls rose from 0.4 million (37 percent) to almost one million (91 percent).

The government has constructed 86 million toilets since 2014, reducing the number of persons who openly defecate from 550 million to fewer than 150 million in 2018. Many people continue to not use toilets despite having them. The campaign has been criticized for

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using coercive approaches to force people to use toilets. The most significant campaign of Indian government is the "Swachh Bharat Abhiyan". At India Gate, the prime minister of India, Narendra Modi, led a pledge of cleanliness. Also, a walkthrough was organised at Rajpath. Ministers including Gokul Nath, Joel Marian and Chief Minister Allen Samuel supported this movement.

CONCLUSION

‘Swachh Bharat Abhiyan’ or ‘Clean India Mission’ is the best tribute that we can give to Mahatma Gandhi. The initiative has started showing its results in the past few years and a sense of responsibility has been evoked in the minds of the citizens. There is a huge participation in the campaign from all the corners of the nation. The drive has taken the face of a national movement and people are joining hands to clean their surroundings and environment.

The Clean India Mission is not only the responsibility of the government but it needs the unanimous support of its people to achieve its goal. If the same zeal and zest continues forever then the day is not very far when there will neither be a single heap of garbage nor a particle of dirt in our surrounding. And this will be the day when we can pay tribute to Mahatma Gandhi in real means.

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